

March - April 2015

THE LEADING FLORICULTURAL JOURNAL IN THE REGION

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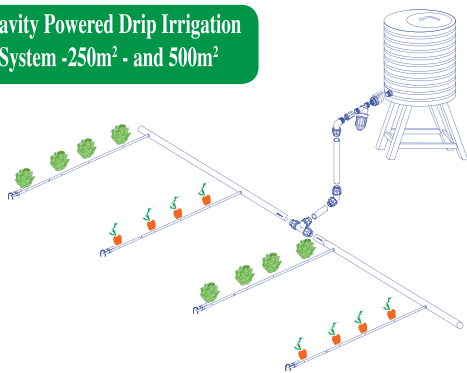
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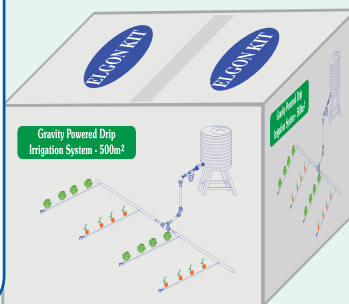
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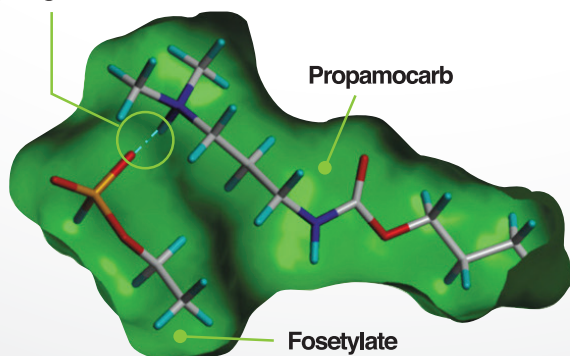




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## The Leading Floriculture Magazine

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# A Reflection



**M**any people get reflection, and I'm no exception. It's hard not to look back over the last 15 years, and take stock of the events, challenges and opportunities. When we began, we laid our aggressive plans for growth and have since forwarded our effort on executing against them. By and large we have answered the challenge of the last dozen years.

*We've had a successful time, and even more importantly, we set ourselves up for the future. We accelerated our sales growth, reduced costs and more importantly made key investment in the business. Several factors are contributing to this success, including positive response from our key advertisers, expansion of our circulation, and enhancing our infrastructure by moving to larger spacious offices and developing our talent within the organization.*

*Specifically, we are driving circle the readers with our style, which gives ownership to growers to advance their critical strategy. We are also unlocking the magazine with professional features hence allowing more horticultural professionals to participate journalistically. Ultimately, this boils down to quality of our magazine*

*Driving ongoing cost savings initiatives and finding new and greater avenues for growth. We must accelerate all our core initiatives to realize our core potential. This will require focus on discipline, team work, courage and urgency by every partner of Floriculture Magazine.*

*In business, there are always challenges. One of our greater strength is our ability to navigate through them. We've been successful in doing this in the past, and I'm confident we will continue to do so in the future. Finding a way to do a great job.*

*Taking care of our customers and delivering information is our job. It's our responsibility. And it's a responsibility. I look forward to meeting with all of you. We have the opportunity, talent and plan to continue to deliver great results, and I know the next dozen years will bring greater things for our company.*

*So take time to work hard and take pride in our accomplishments. You deserve it. It is only when you flourish as partners will we grow. There is nothing more important than your growth and well being, so take care of each other, take care of yourselves, and enjoy our 90th issue.*

*Kanyingi.*

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# Kenya Flower Sector Thrives in 2014

**T**he Kenya Flower sector exported 136, 601 metric tonnes valued at Kshs 54.6 billion in the year 2014. This was a remarkable growth for the sector at 9% in volumes and 18% in value compared to 2013.

According to the Kenya National Bureau of Statistics, the country's horticultural sector earned Kshs 100.8 billion in 2014 a 6% growth in comparison with Kshs 94.7 billion earned in 2013.

This came despite the challenges that the flower industry faced in the last quarter of the year when Kenya started exporting under GSP regime from October 1 to December 25th 2014 following the flop of the finalization of the EAC EU Economic Partnership Agreement (EPA).

Kenya remains one of the top three exporters of cut flowers in the world. The major markets are the EU, America, Australia, Russia, and Japan among others. To remain competitive the sector needs support especially from the Kenyan Government in branding. This can be achieved by promoting the Kenyan brand in the potential markets like Russia, America amongst others. A direct flight to the US would play a very big role in opening the market which is very promising.

The flower industry is looking forward to a very promising and productive 2015 anticipating more growth better than last year.

## New Recycling System For Flower Farms

A new filtration recycling system that purifies water used in flower farms could strike them off the list of some of the worst polluters in Kenya. The system, developed by Pure Water Solutions Ltd in conjunction with Hardi Kenya's Florissant 810 post-harvest treatment, is gaining ground since its introduction in September last year.

According to Brandon Barbour who has been showing farmers how the system works, Ruiru based Red Lands Roses is the first flower farm in Kenya to adopt the new system. "Having talked at length to a number of farmers and asking them what the fundamental requirements of a post-harvest solution, we realised we could, in conjunction with modern post-harvest solutions, produce a mechanical system to fulfil their wishes and save them money," said Brandon.

Pure Water Solutions is currently building the second commercial system for a Timau-based flower farm. "This is the first plant we know in the world using ultra-filtration for post-harvest recycling," Brandon said.

This development puts Kenya on the world map, a step that will greatly improve the image of its flowers as environmentally friendly.

Aldric Spindler, Red Lands Roses Managing Director says the farm adopted the system to save on cooling energy, water preservation, post-harvest chemicals, time, labour and money.

Type	Quantity (MT)	Value 2013 (KSH)	Quantity 2014 (MT)	FOB Value 2014 (KSH)	% Change Quantity	% Change FOB Value
Flowers	124,858	46,333,368,752	136,601	54,600,346,352	9%	18%
Fresh Vegetables	73,542	17,842,756,059	82,697	18,017,175,035	12%	1%
Dried Vegetables	90,720	5,502,360,598	55,952	3,618,202,264	-38%	-34%
Fruits	45,638	4,093,256,565	48,749	4,933,773,923	7%	21%
Processed Fruits	93,608	9,729,703,527	91,120	9,157,217,283	-3%	-6%
Processed Veggies	35,958	8,436,960,935	31,569	6,345,503,844	-12%	-25%
Nuts	12,653	2,802,940,552	15,198	4,083,955,537	20%	46%
<b>Total</b>	<b>476,977</b>	<b>94,741,346,987</b>	<b>461,885</b>	<b>100,756,174,239</b>	<b>-3%</b>	<b>6%</b>

Source: Kenya National Bureau of Statistics and compiled by USAID-KHCP



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# GREENHOUSE

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## The impact of Russian crisis on floral trade

“Due to the civil war in Ukraine, Eastern Europe had to deal with difficult times last year. This year, will also be challenging due to the drastic devaluation of the Russian ruble and the Ukraine Hryvnia in the last few months. Consequently, the ornamental trade will be affected,” explains Hennie Brockhoff, owner of Topflower BV. According to industry players, the Russian and Ukrainian market is challenging for the ornamental sector at the moment.



The customers in these markets are hesitant and due to the devaluation of the Ruble and Hryvnia, current transactions are being postponed. Additionally, the current situation might also affect other activities like tradeshow planned in 2015. “We expect the Expo to be smaller, which will probably not have an effect on the importance of the Expo,” he added.

For many years now, the Expo is attractive to customers because it is during the season that many customers make important decisions.

## Horticultural Exports in Tanzania Show Steep Rise

Tanzania last year exported horticultural produce worth 450 million dollars, up from 374 dollars in 2013 and 380 million in 2012. Most of the products were sold to The Netherlands, Belgium, France, United Kingdom, Canada and Austria. Exports consisted mainly of flowers, cuttings, French beans, peas, avocados and berries.

According to available statistics from the Tanzania Horticultural Association (Taha), less than 10 per cent is exported to neighbouring countries like Kenya, Comoros, Malawi, Mozambique and South Africa.





## Uganda Urged to Shift from Subsistence Farming



Farmers in Uganda have been advised to shift away from subsistence farming and opt for commercial farming. This is if Uganda is to exploit the agricultural sector which remains Uganda's only stable hope of eradicating house hold poverty.

Hassan kamoga, an agriculture expert who owns a commercial farm in Gayaza Namasumbi says Uganda's economy will continue to struggle if farmers are still involved in subsistence farming. Our main emphasis at this point should be agriculture by commercialising it and thinking of it as a full time business that needs our full effort for it to survive and earn us a decent living," Kamoga said.

## Kenyan Horticulture Performing Well

Kenya's export of horticultural products grew sharply in volume and value last year. The year, however, was not good for vegetable farmers who saw a decline in sales as the European Union implemented tough standards. Flower exports experienced a 10 per cent rise in sales and value grew.



Fruit exports grew 38.7 per cent in value compared to 2013. According to the Kenya National Bureau of Statistics the period saw rise in value of fruits.

## Ministerial Stakeholder Forum

In a meeting with stakeholders, Industrialization Cabinet



Secretary Mr. Adan Mohamed said his ministry is in the process of identifying land for at least five industrial zones in Naivasha and between Nairobi and Mombasa for use.

In the same meeting, the issue of Import Declaration Fee (IDF) was raised and the Cabinet Secretary pointed out the initial role of IDF was to ensure that sub-standard goods did not come into the country. However, it had now turned into a tax of 2.25% and this reduces Kenya's competitiveness in EAC as this fee is lower in Tanzania at 1.2% and Rwanda at 0.8%. It was agreed that there was need to review this but with proposals on how to supplement the probable loss of revenue.

## Weak Euro Hits Kenyan Exporters

Kenyan exporters of horticultural products to the European Union have been hit by a weak euro as the world's second largest reserve currency. The shilling has gained strength against the euro since July last year. Kenyan exports to Europe comprise mostly agricultural products including flowers, vegetables, fruits, tea and coffee.

A weak euro means fewer shillings for each euro exchanged thus dealing a double blow to exporters to Europe, as they invoice their produce in euros, but procure their inputs in dollars. The dollar has, on the other hand, been firming up against the Kenya shilling, putting pressure on an import-dependent economy as importers have to pay more shillings for a dollar.

"The Euro has not been doing well due to political uncertainties in Russia and the Greece situation thus attention has shifted to the US, which seems to be doing well as reflected in its currency," says a financial expert.



# Tripple Tragedy

A weak Euro

Firming up Dollar

Failing Russia Market

Ecuadorian Flowers Flood Europe

**H**orticultural products exporters to the European Union have been hit by a weak euro as the world's second largest reserve currency against the Kenya shilling.

The local unit has been steadily gaining strength against the euro since July last year in what analysts say will have an effect on earnings from exports to Europe. The euro last dropped to these levels in mid-2012 when it touched Sh103.

A weak euro means fewer shillings for each euro exchanged thus dealing a double blow to exporters to Europe, as they invoice their produce in euros but procure their inputs in dollars.

The dollar has, on the other hand, been firming up against the Kenya shilling piling pressure on an import-dependent economy as importers have to fork out more shillings for a dollar.

"It is definitely a blow to us considering how weak the shilling is against the dollar yet all our imports are paid in dollars," says Mr. Bas Smit of Kreative Roses Ltd. Adding, 'this has come at a time we were just recovering from losses suffered after a three-month delay in signing new trade deals - Economic Partnership Agreements- with the EU which placed the country into a higher tax bracket'.

Traders attribute the decline to political upheavals in the Eurozone that have resulted in the currency also touching an 11-year low

against the US dollar.

"The Euro has not been doing well due to political uncertainties in Russia and the Greece situation thus attention has shifted to the US, which seems to be doing well as reflected in its currency," a financial analyst said.

In addition, the economic crisis in Russia has thrown the market into turmoil. Ecuadorian flower exports bound for that destination were re-destined to Europe flooding the market hence a price drop of between 8% to 15%. For growers who could not send more volumes into the market, it was a double blow. "Valentine is the only time we manage to maximize our sales so it was a double tragedy", says a grower. However, the market showed a slight recovery in the last days of valentine sales with Russian buyers getting active. "We saw Ecuadorian growers buying Kenyan flowers to service their Russian contracts", says Mr. Smit. Asked about mothers day, he said, "Well it is still early for market trends change but going by the current situation, it will still be average".

## In Summary

- Central Bank of Kenya quoted the shilling at Sh103.8 to the Euro, a sharp drop from Sh120.4 recorded at the beginning of July 2014. The euro last dropped to these levels in mid-2012 when it touched Sh103.

- Kenyan exports to Europe comprise mostly agricultural products including tea, coffee, fresh fruits and vegetables as well as cut flowers.

- A weak euro means fewer shillings for each euro exchanged thus dealing a double blow to exporters to Europe, as they invoice their produce in euros but procure their inputs in dollars.

- The dollar has, on the other hand, been firming up against the Kenya shilling to touch Sh91.7, piling pressure on an import-dependent economy as importers have to fork out more shillings for a dollar.



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# 7 HABITS

## Of Highly Successful

# GROWERS

*“ Different crops require different levels of specific expertise in attaining the highest quality. The growers that achieve this high level of success do so by getting in the routine of practicing great growing habits.”*

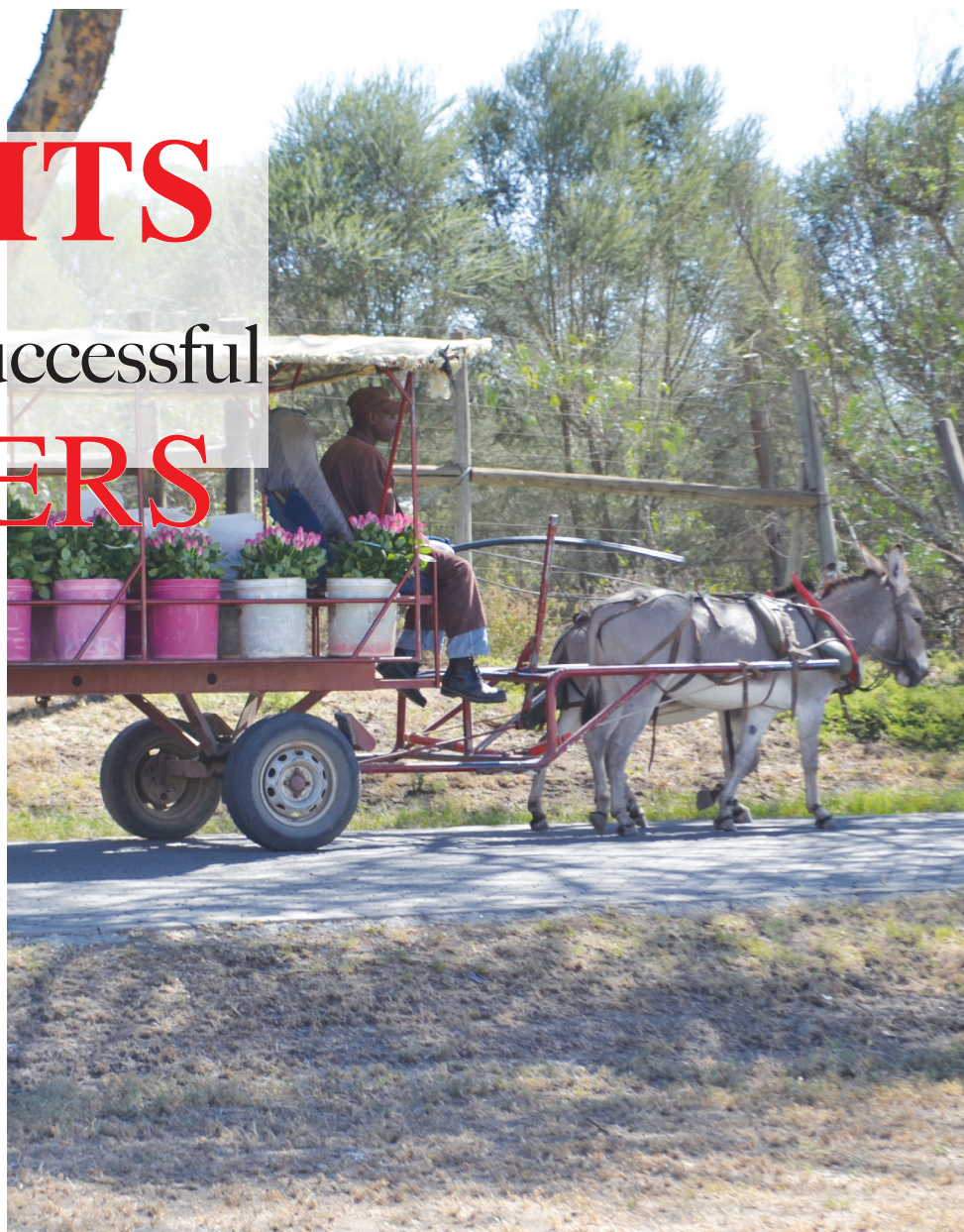
# 1

### Master the Basics

Highly successful growers make it a habit to always include the fundamentals of growing when dealing with crop issues. These fundamentals or “Basics” refer to 5 considerations when growing a crop:

- Air exchange: all plant life depends on Oxygen and Carbon dioxide and cannot survive long without it.
- Water exchange: second most important in a plant's survival
- Nutrient exchange: mastering the basics of plant nutrient uptake can determine a great crop from an average crop.
- Light exchange: essential for photosynthesis
- Temperature stability: for both air and soil, specific for each crop.

Mastering these basics involves a complete understanding of how and why they affect the crop at every stage, without



*Photo Courtesy of Finlays Ltd and Apex Porter Novelli*

this knowledge the grower is unable to determine what conditions and techniques are best when managing the crop. The successful grower when making changes makes it a habit to not override the plant basics and hinder the goal of a quality crop.

# 2

### Consistent Record Keeping

In order to consistently grow high quality crops a grower needs to learn from both mistakes and successes. Successful growers make it a habit to keep accurate and detailed records of all aspects of

the growing process so that mistakes are not repeated and successes are. Climate control computers can be used in conjunction with growing notes; on most systems the grower can look at climate history making this a very useful tool when reviewing crop notes.

The climate control computer is one of the modern grower's most necessary tools; it irrigates, fertigates, ventilates, shades, heats and cools automatically. However, the highly successful grower recognises that no matter how sophisticated the computer system, it is still at the command of the

grower and only does what it is told! This is why it is so important that this “automatic” system is reviewed on a regular basis. The automation of the system will tell the grower when there is an EC deviation or when there is an issue with the heating system but it cannot compensate for errors in what is put into the system.

Supplemental light timing, light levels that initiate shading and black out times are all inputs controlled by the grower and should be reviewed regularly. Highly successful growers will make this control review a routine so that nothing is missed and quality is guaranteed.

### 3 Hands on Crop Techniques

It is one thing to use the climate control computer as a valuable tool but it is another thing to trust it to do all of the growing. A highly successful grower is always in the habit of confirming or denying what the computer is telling him by physically viewing the crop regularly. Sensors can fail making computer readings unreliable, nothing compares to utilizing your senses to review your crop. A successful grower can tell the health of his crop through how the foliage feels, how the plant and roots look and pythium and foliar rots can be detected through smell. Being with the crop will tell a successful grower far more than any climate control computer ever will.

### 4 Regular Soil and Foliage Testing

Being a successful grower doesn't ensure that one is “all knowledgeable” and at times we all benefit from outside testing. For success in growing it is important to get into the habit of sending random soil and foliage samples out for testing.

The testing is usually at a minimal cost

and will give the grower a very accurate sense of what is happening within the growing media and inside the plant. This valuable information is used to tweak nutrient delivery to increase plant health and ensure that the crop is of the highest quality. Some growers hire a monthly consultant to take care of media and foliar analysis which is usually included in the fee.

*“A successful grower can tell the health of his crop through how the foliage feels, how the plant and roots look and pythium and foliar rots can be detected through smell.”*

### 5 Research

The highly successful grower is never satisfied. The mindset is always that it is never “good enough” and there's always room for improvement. This motivates the grower to constantly do research into new growing techniques, pest control, disease control and advancements. The investigation aspect of the research can become a daily habit of the successful grower and time is always put aside for this. The industry advances rapidly and highly successful growers need to stay on top of it.

### 6 Keeping Equipment Maintained

Maintenance of all greenhouse equipments is essential to the success of the crop. Irrigation equipment if not maintained will give false readings and poor results will be imminent. A successful grower will be in the habit of calibrating sensors and probes on a regular basis, leaky pumps will be addressed immediately and injectors will also be inspected.

Motors on vents, shading and blackout will also be given attention on a regular basis as these systems must be operating properly to attain the highest quality product. Well maintained equipment runs as it's designed and gives the grower that “peace of mind” that is paramount for a grower's success!

### 7 Superior and Ongoing Training

Highly successful growers recognise the need for continual learning for themselves and their team. They share their knowledge with other team members; attend industry events and seminars, and encourage others to do the same. Good training programs and standard operating procedures ensure individual jobs are consistently done to the company's quality requirements. And an open mind to new learning opportunities enables a successful grower to continually make improvements.

Growing is both an art and a science. Highly successful growers do not limit themselves to mastering their particular crop, they learn about the business, the customer base, the market trends, and about other potential plants they could grow.

And the world is a better and beautiful place because of the flowers they grow.

# Dick van Raamsdonk On IFTEX 2015

*The fourth edition of the International Flower Trade Expo (IFTEX) Nairobi will take place on June 3-5 2015, at the Visa Oshwal Centre, Westlands, Nairobi. Floriculture Magazine had an opportunity to chat with Dick van Raamsdonk (Right), President HPP Exhibitions, and the organizer of the event.*



**Q.** After staging successful three editions of IFTEX in Nairobi, you must be happy with the outcome, a good reason to stage the fourth this year. What would you attribute this success to?

**A.** The fact that Kenya is the only country in the world where the production area of flowers structurally increases is a strong indicator that the sector -overall- is in a good shape. Moreover, growth in a worldwide economical turmoil shows that the sector has to row against the stream and still moves forward. This cannot mean anything different than strength for even more growth when coming into calm waters. Therefore IFTEX is an excellent instrument for the Kenyan floriculture Industry to support and accelerate this growth.

**Q.** What was your most 'unexpected' occurrence at the last three shows

**A.** I was 100% confident that this trade fair could not fail and would be a "full house". The only big unknown factor was how to convince the Kenyan growers and make them believe that this would work for them. Never before in my many years career of organising flower trade expos globally, had I so many excellent building parts in my hand to create the almost 'perfect' flower trade exhibition, I am even tempted to call it.

Being a flower trade expo specialist, I got very excited the moment I added it all up and suddenly visualized the ideal place for an African flower trade expo could, would and should be Kenya and Kenya only. I then decided to hold as many meetings with

the growers as needed until they would be convinced to give it a try and take a booth.

**Q.** Do you expect a bigger IFTEX 2015? Why, if yes?

**A.** Yes, IFTEX will definitely grow in its 4th edition this year. Not only because of many more Kenyan growers who want to exhibit this time, but also past years exhibitors wanting to display in bigger stands. This year we are planning to have more space. Furthermore, IFTEX has become a regional event, hosting growers from other African flower producing countries that are too small on its own to hold such event. And as already mentioned, I expect IFTEX to become the Africa's flower grower trade fair within a few years, becoming the sourcing market for the world for any African fresh cut flowers.

**Q.** What can you single out as the most outstanding feature of IFTEX Nairobi in terms of exhibitions and visitors?

**A.** The only event where you can meet all flower growers at the same time and place, together with their buyers.

**Q.** Last year, you said IFTEX had potential to grow into the largest flower fair in the world. What are the other big events in the world, and why do you foresee Kenya beating them in days ahead.

**A.** Kenya is among the top three shows becoming a serious competitor for the number one position. Compare it if you like with the European Cup, South American and the now strong African cup. The other big cut flowers

trade events are in Ecuador, Colombia, and Holland.

**Q.** What kind of feedback did HPP get from those the fair targeted last year? Is it the same group that is expected in 2015? Can you point one good example of something that has happened because of the fair?

**A.** Feedback was positive; above expectations and the most important outcome was confidence in the future of this fair. There will be many new international exhibitors as well signing up for this year. Furthermore most, if not all past exhibitors will be present again this year with, in many occasions, bigger sized stands.

The most important thing that could have happened in the fair and which actually did happen is the change from doubt in belief that flower buyers did fly in and did attend the expo.

**Q.** As an investor in Kenya, what is your view on business climate, what are the most challenging encounters, and how would you suggest that things be done differently or improved, especially under the new system of devolved government that needs to focus on economic development and improved lifestyles for its citizens, visitors and investors?

**A.** As an investor you need a stable economical and political environment. Only then an investor is willing to keep on investing, especially foreign investors and then can a country expect more jobs.



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TM

# Successful Thrips Management

‘After climbing one great hill, one only realizes that there are many more mountains to climb’. This old adage attributed to one of African greats rings true in pest management. The past few decades has seen the rise and spread of thrips in greenhouse farming, hitherto a minor pest, to become the most destructive insect pests of the greenhouses. Thrips hits growers where it hurts most!



Anthony Rono



John Ogechah

## Identification

Most adult thrips are about 1 - 2 mm long, slender insects that possess piercing-sucking mouthparts. Barely visible to the naked eye, they have long fringes on the margins of both pairs of their long, narrow wings. Their juveniles (called nymphs) are slender and elongate and lack wings. Most thrips range in colour from translucent white or yellowish to dark brown or black. Out of the more than 6,000 species of thrips, the western flower thrips (WFT) tops the ‘least wanted’ list among flower growers worldwide as the most damaging and hardest to control.

## Biology

Knowledge of thrips biology and damage are important in understanding the challenges associated with developing a sound management programme. A thrips life cycle consists of an egg stage, two nymphal stages, two pupal stages, and an adult. The life cycle generally takes two to three weeks to complete. This, however, is temperature dependent with the optimum range between 26 °C and 29 °C during which the life cycle may be completed in 7 to 13 days. Adult females can live for up to 45 days laying 150-300 eggs.

Thrips management is extremely difficult due to several biological characteristics. Thrips eggs are inserted into leaf or petal tissue and are thus protected from insecticides. The eggs hatch into nymphs which usually remain protected in flower buds or foliage terminals. They pass through two nymphal stages, both of which feed in these protected areas. Toward the end of the second nymphal stage, the insects stop feeding and move down into the soil or leaf litter to pupate. The thrips pass through two ‘pupal’ stages (prepupal and pupal), during which no feeding and little movement occurs. While in these pupal stages in the soil, they are protected from insecticides directed at the crop.

Adults emerge from the soil and feed in protected areas of the plant such as flowers and terminals. Adults fly readily and can

be carried on wind currents or on clothing to greenhouses near infested fields. They can fly from sprayed to unsprayed areas or move in or out of a greenhouse through doors or vents.

## Damage

Thrips nymphal and adult stages feed by piercing plant cells with their mouthparts and sucking out the cellular contents. The damage to plant cells can result in deformation of flowers, leaves, and shoots. There is often silvery streaking and flecking on expanded leaves. Thrips often deposit tiny greenish-black faecal specks on leaves when they feed. Crops with high levels of Nitrogen are attacked more due to abundance of amino acids and proteins; female's productivity is also enhanced. Besides direct feeding damage, the western flower thrips has the ability to cause indirect damage by transmitting the tospoviruses: impatiens necrotic spot virus (INSV) and tomato spotted wilt virus (TMSV) to a wide variety of greenhouse plants. Both direct and indirect damage may result in huge economic losses to greenhouse producers.

A part from the cryptic (hidden) habitats (unopened terminal and flower buds) highlighted above, other reasons that make thrips difficult to manage in greenhouses include their broad host range, high reproductive capacity, rapid life cycle (egg to adult), small size (2mm long), and resistance to insecticides. As such, the only way to effectively deal with thrips in greenhouse production systems is by taking a holistic (integrated) approach by implementing a variety of strategies.

## Start clean

Making sure the young plants are clean is an important part of keeping a crop thrips-free. Transplants should be inspected for thrips before being placed in a greenhouse. Granted, this may be too labour intensive and time consuming especially when large quantities of plant material are involved but sticky card traps placed among the new plants for a day or two will quickly indicate the presence of thrips.

# : Much More than Insecticides

## Exclusion

Staying clean would involve excluding thrips from the greenhouse as well as eliminating sources of thrips infestation. Where feasible, covering the openings to greenhouses is a very effective delivering

a reduction of up to 70% in pest problems. Screening to exclude thrips must be very fine. Such screening, known as microscreen, has a maximum hole size of 192µm (0.037mm<sup>2</sup>). This, however significantly reduces air flow when placed over vents, and growers must modify ventilation systems to compensate for this.

## By growers for growers...



## Weeds and plant debris

Weed control is essential for a successful thrips control program. Certain weeds, particularly those in the Composite and *Solanaceae* families, and those with yellow flowers, attract thrips adults serving as refuge both for thrips and tospoviruses. As such weeds must be removed from both inside and around the greenhouse. It is also essential to immediately remove plant debris and bloomers from the greenhouse or placed into containers with tight-sealing lids, and not in the open as is common practice in most farms. Thrips adults will abandon desiccating plant material for the main crop.

## Mass trapping

Mass trapping through the use of yellow or blue sticky traps placed just above the crop canopy is another method that has been shown to be effective in reducing population of flying insects (pests and beneficial). Research has shown that blue sticky traps catch more thrips than yellow ones, and in the same vein, stop the wearing of blue or yellow clothing in the greenhouse!

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cont. to pg 16.....



A recent development in the area of mass trapping is the use of sex aggregation pheromone lures that increase the number of thrips adults captured on sticky traps by attracting thrips out of their hiding with the added advantage of increasing their exposure to insecticide spray applications.

Other cultural and/or physical management strategies that may be implemented include overhead irrigation/showering/misting, which has shown to decrease thrips populations by creating an unfavourable environment for thrips; placing a barrier (e.g. polythene) underneath plants on beds thus preventing thrips from entering the soil to pupate; and use of trap or lure crops, which are plants that are more preferred by thrips thereby attracting thrips away from the main crop. Such plants may then be sprayed with an insecticide, removed from the greenhouse, or inoculated with biocontrol agents. Marigold (*Tagetes* spp) has been shown to be very attractive to thrips.

### Monitoring

Monitoring is important for early detection of a thrips infestation; determining the numbers of thrips present in the greenhouse; detecting seasonal trends in thrips population over the year; and in assessing the effectiveness of management strategies implemented. Yellow or blue sticky cards are the easiest way to monitor for thrips. Gently tapping the terminal buds and flowers onto a white piece of paper and using a 10x magnifying lens to examine the insects that fall out is an easy way to check for thrips. Be sure to record population levels.



**Monitoring using blue sticky cards**

### Biological control

Biological control of thrips relies on the use of natural enemies including predatory mites and pirate bugs, entomopathogenic (or insect-killing) fungi, and entomopathogenic nematodes.

### Predatory mites

The predatory phytoseiid mites, *Amblyseius cucumeris*, *Iphiseius*

*degenerans*, and *A. swirskii*, are well suited for immature thrips control on greenhouse crops. Like thrips, they prefer small niches where contact between predator and prey is maximized. These predators feed on pollen when thrips populations are low and must be introduced before a thrips population has built up to damaging levels. The mites establish themselves on leaves, usually on the undersides, and are most effective in attacking 1st instar thrips nymph. They use their mouthparts to pierce the thrips and suck out the cellular fluids.

The predatory mite *Amblyseius cucumeris* (AMBLYTECH C®) regulates thrips populations by feeding on the 1st and 2nd instar nymphs. It should be applied on tender shoots and applied frequently based on pest pressure.



***Amblyseius cucumeris* feeding on nymphal stages.**

Another predatory mite, *Hypoaspis miles* resides either in the soil or growing medium feeding on the pupal stage and should be applied on moist soil/medium.



***Hypoaspis miles* feeding on thrips pupal stage.**



The predaceous mites will establish themselves on a crop, mate and reproduce in the greenhouse. These mites are susceptible to many insecticide sprays. Contact your supplier for specific information on compatible pesticides and favourable environmental conditions.

### Pathogens

Several pathogens have been investigated for control of thrips. The entomopathogenic fungus *Beauveria bassiana* (BEAUVITECH®) has been shown to be very effective in managing thrips populations in cutflowers where relative humidity is high. The fungus is capable of infecting both adult and juvenile thrips. Frequent usage will ensure the fungus is present on most crop foliage affecting juvenile and adult thrips. After application allow 24 hours before spraying a fungicide. The product is compatible with most insecticides.



**Adult thrips infected with *Beauveria bassiana*.**

Entomopathogenic nematode *Steinernema feltiae* (NEMATECH S®) is effective in infecting the soil-dwelling prepupal and pupal stages. The nematode also kills sciarid flies larvae in the soil.



***Steinernema feltiae* killing thrips pupal stage.**

*“The damage to plant cells can result in deformation of flowers, leaves, and shoots. There is often silvery streaking and flecking on expanded leaves”.*

The key to implementing a successful biocontrol programme is to release biocontrol agents early enough in the cropping cycle. It is important to note that natural enemies will not regulate an already established or existing high thrips population because it takes time from release before natural enemies will lower thrips populations below damaging levels. Moreover, natural enemies will not eradicate (neither will insecticides) thrips.

### Chemical control.

Chemical insecticides play an integral role in thrips management programs, more so because the tolerance of thrips damage on greenhouse-grown ornamental crops is very low. Insecticides with contact or translaminar activity are generally used to control thrips, because systemic insecticides typically do not move into flower parts (petals and sepals) where thrips normally feed.

High volume sprays are typically required to reach thrips that are located in hidden areas of plants such as flower buds. Most available insecticides have no activity on eggs and pupae. Repeat frequent applications are therefore warranted to kill the life stages that were not affected by previous application. However, frequent applications may lead to the development of insecticide resistance, another elephant in the room of thrips management, and possible plant injury (phytotoxicity).

### In conclusion...

Thrips has been, and still is, a difficult insect pest to control or regulate in greenhouse production systems leading many to believe that we have reached an impasse regarding its management. Dealing with thrips, therefore, requires a holistic approach integrating the methods detailed above. Key in this approach is knowledge about the biology of the pest, and indeed all other relevant pests, the crop (s), the cropping systems, pest management options etc. Dudutech's range of sustainable pest management solutions are backed up by training courses covering these very topics. Knowledge, we believe is the best weapon against pests!

*John Ogechah is the Training Manager at Dudutech*

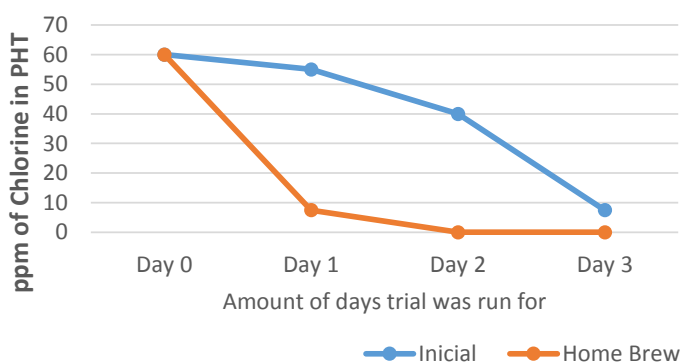
*Anthony Rono is a Senior Technical Liaison Officer at Dudutech.*

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Re-use of **Chrysal Inicial** vs. Home Brew



## Detailed Analysis:

**Day 0** – This was the first day that the flowers were harvested. They were placed into a bucket of fresh **Chrysal Inicial**. From the greenhouse they were taken to the Packhouse for pre-cooling. After a period of 4 hours the flowers were removed from the bucket and graded, The **Chrysal Inicial** bucket was then returned to the cold store overnight. This allowed the **Chrysal Inicial** PHT to cool down over night before being re-used the next day.

**Day 1** – this is the second use of **Chrysal Inicial**. With a similar protocol to Day 0, the bucket of Inicial was removed from the overnight cold store and taken to the Greenhouse. Flowers were placed in this bucket and transported to the Packhouse for precooling. After 4 hours the flowers were removed from the bucket for grading and the bucket itself was returned to the cold store overnight.

**Day 2** – this is the third use of **Chrysal Inicial**. Again following the same protocol as Day 0 and Day 1, the bucket was removed from the overnight cold store, where it was taken to the Greenhouse. Flowers were placed in the pre-cooled PHT of Chrysal Inicial and then brought to the pack house. At this point the bucket, which had now been used for a total of 3 Harvests and over 3 days, would be discarded and a Fresh batch of **Chrysal Inicial** would be used for another 3 days.



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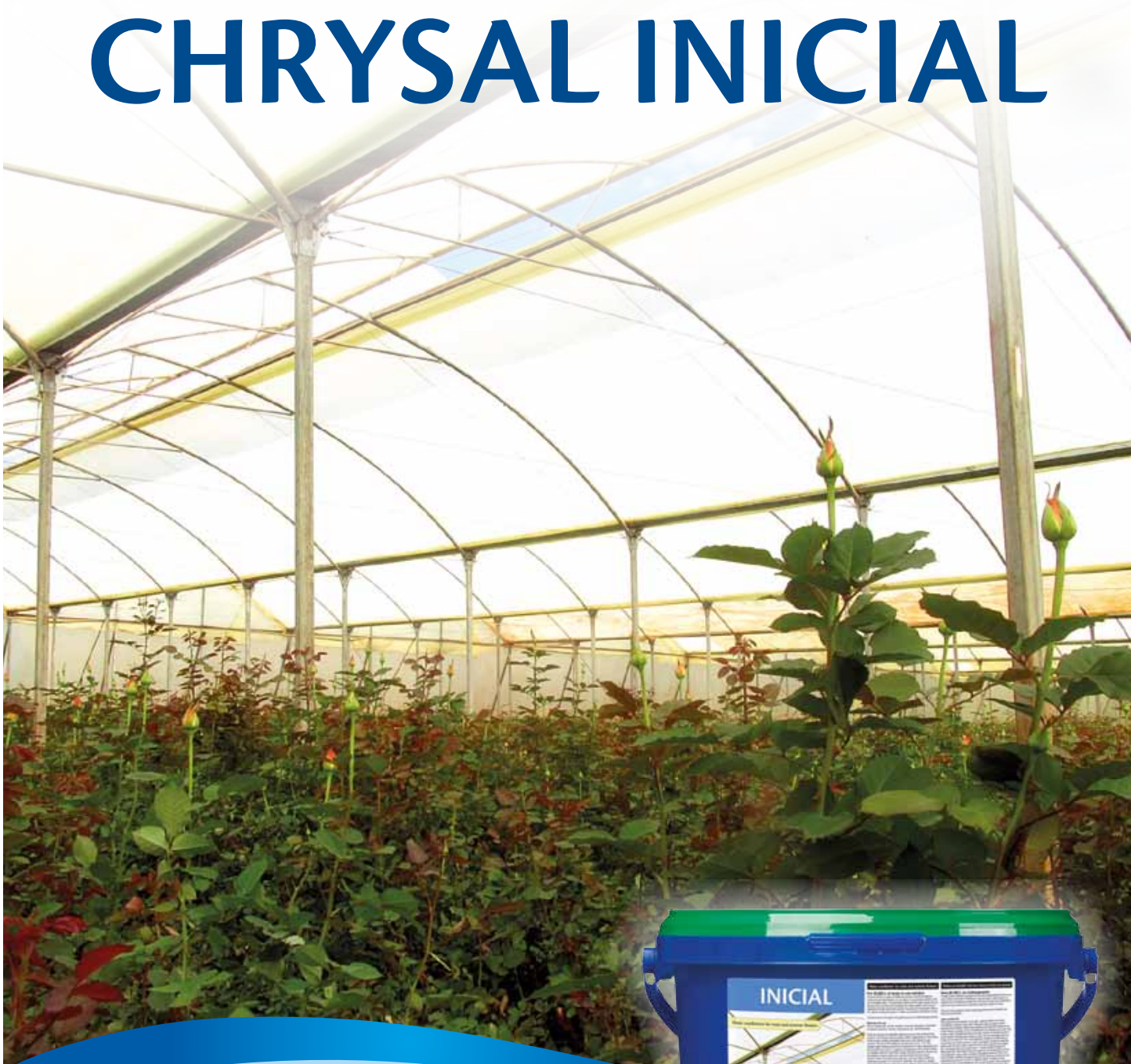
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# MR. ANDREW TUBEI

*Although it is considered a profession, to Mr. Andrew Tubei is a call. Pointing to his unwavering dedication to brightening people's faces with flowers he says, "If you live for yourself, it's not called living, but if you live for others, then that's the real meaning of living"*



**W**ho is Andrew Tubei? (Background-personal and as a grower)  
I am the production and Technical Manager of Maasai flowers, one of the units of Sian group of farms. I'm enterprising and multi skilled grower with more than 13 years in the production of roses, Zantedeschia/ Calla lily and summer flowers. I believe in working objectively and business first mind frame which in turn helps me to improve efficiency, effectiveness and productivity. I work in a challenging and dynamic position with a solid firm that recognizes individual growth and personal contribution to the realization of company objectives.

**You have been growing and selling flowers for most of your professional life, if you would have to give your remarks about being a grower, what would they be?**

The production of cut flowers is both capital and knowledge - intensive. Due to the extreme sensitivity of the product, professional management and constant vigilance is needed during all phases of growing, packaging and shipping. Because fresh cut- flowers do not undergo any processing between harvesting and sale, growers are essentially producing a finished product. Cut flowers sold in direct markets often retain the identity of the individual grower, and growers who can successfully differentiate their products can attain profit levels far in excess of other producers.



### **Briefly discuss the challenges you have faced as a grower?**

When you are in this business, more often than not challenges will always be there. For example in the recent past the cost of farm inputs, labour costs have been increasing in addition to strict and high cost of compliance to regulations. This comes despite the decreased revenues we are currently facing. There have also been extreme weather conditions leading to loss of production thereby affecting revenues. Strict specifications, supply volume and delivery schedule requirements by consumers in the value chain is also another challenge.

### **What would you point out as your strongest attribute that has made you succeed as a grower?**

The extensive 13 years experience in growing, post harvest management, Pest and disease management experience has given me a boost in the growing business. I also have strong interpersonal and communication skills in addition to strong business knowledge and understanding of customer requirements. Luckily, I have a good working knowledge of relevant international code of practices.

### **In your experiences, briefly discuss production, the vase life transportability and marketing of flowers in Kenya?**

The Rose cultivation in Kenya began in 1970s. The most productive areas at heights between 1,400 and 2,300m above sea level. These areas are mainly Thika, Nakuru, Kitale, Athi River, Mount Kenya, Nairobi and around Lake Naivasha. Generally, for each added 100 m in altitude there is a production decrease of about 8%. The blossoming cycles depend on the altitude. At 1,400- 1,600m above sea level (A.S.L) there is a flush every 35-45 days, at 1,800 the harvesting cycle returns roughly every 45-50 days and at the heights of 2,100 - 2,300m A.S.L the flush occurs every 55-65 days, obviously with bigger flowers. In soilless cultivation these cycles are roughly 6-7 days faster.

Vase life is the most important aspect of quality flowers. Consumers need to be guaranteed of 10 days vase life and above. To ensure good vase life, good handling practices have to be employed which includes - hygiene, temperature management, and post harvest treatments. The transportation of the rose packages has to be done in controlled environments. A good transport has to manage flower damages, temperature fluctuations and time loss. The more the flowers are exposed to unsuitable environments, the more there is the possibility of market defects. One of the most common problems that are found in the markets is undoubtedly Botrytis on the flower and in the worst of the cases the leaves as well.

The main market for cut flowers in Kenya is the European Union in particular, Germany, Netherlands, UK, Sweden, Italy, Switzerland and France. Australian Market is also growing fast. To develop and maintain good reputation, Kenyan exporters ensure that they supply high quality roses.

### **In your experience discuss the choice of a variety and its impact to growing?**

The cut flower business is more like a fashion industry. The market has the biggest influence on variety selection. This means, you must do a market survey to know what consumers are looking for in terms of colour,



shades, variety etc. but generally it ranges from colours and shades, the shape of the bud and the flower especially at the point of harvesting. The elegance of the shape and colour of the bud must be accompanied by an adequate and well-proportioned length of the stem. The duration of the vase-life of the cut flower, the presence of thorns (prickless), which customers dislike, is subject to strict selection. The plants productivity and quality is also another factor. The leaf quality in that strong and shiny leaves are associated with high resistance to disease such as powdery mildew. It is important that the leaves have a shape and size that complement the stem of the flower.

The length and strength of the stem is essential, especially with cultivars that have a large flower. In these cases the length should be of 6 to 7 internodes. The adaptability to different climatic environments and the susceptibility to different plant pathogens are also factored.

### **How would you describe your time as the Production Manager Maasai Farm? Are you passionate about what you do?**

My time in Maasai flowers has not been different from any other career, a mixture of highs and lows. I am proud to be part of a team that has seen the establishment of Maasai from inception to the current 40 hectares'. I am also proud to have watched Maasai grow in compliance to the current status where they are MPS- GAP, ABC ), KFC Silver and the most recently Fairtrade certified.

### **Briefly discuss about growers in Kenya?**

#### **What's the biggest challenge they face?**

The Kenyan growers are very hardworking, professional and resilient. The biggest challenge for most growers is managing production and selling costs. Each grower knows that to maximize the profit, he has to reduce the production costs. To what extent can energy, labour and pesticide costs be reduced, while the selling prices of the flower remain acceptable? On the other hand, to what extent do the investments or production cost increases improve the quality and therefore the price?

In the past, managing production costs and selling prices was easier. These days, with globalisation of markets, changing policies of liberalising foreign exchange, the improvement of communication technology and unforeseen market forces e.g. economic recession, the signing of EPA'S, the current Russian crisis etc. the selling prices fluctuate more, are less predictable and are more and more affected by international market responses.

### **Where do you think the most significant growth will occur in the flower sector for the next few years? Acreage, technology or market? What changes do you see in the sector in the next 5 and 10 years? What advice do you have for growers to prepare for these changes?**

The most significant growth that will occur in the flower sector in the next few years in my opinion will be technology. Since there are many varieties of flowers available for final delivery to the wholesaler and growers produce flowers to make profits from their sales, then the only other way to drive profits is through technological advancements. Growers will move from traditional approaches to new innovations. With the current massive expansion, production will go up; markets will



not necessarily expand to absorb the increased production. Growers will have to invest in technology to improve on efficiency both in production, post harvest processes and marketing to reduce losses, improve quality and market efficiency in terms of communication, feedback etc.

### **What is your personal work ethic, and how does this affect the company culture?**

Integrity and honesty which helps me look at issues more objectively and drive the business forward.

### **What decisions have you made in your career that you look back on and feel that was a mistake?**

When, I changed my career briefly to cereal, tea, sugarcane and dairy production.

### **What are the three most pivotal moments in your career?**

First is the decision to come back to growing flowers and never looking back. on the other hand, accepting to move to Maasai flowers to grow roses from Agriflora Ltd, whereby I was growing Zantedeschia / Calla lilies, working along and learning from the best growers in the industry just to name a few my managing director, farm consultant, the farm general managers and my former general managers moved me a notch hire.

### **Describe your ordinary day?**

I plan, oversee and guide on all production issues. I also do pest and disease management, research and trials as well as part of future developments in production innovations. I am the custodian of production budget, monitors its implementation as well as work with other departments e.g. marketing on market trends and alignment of production to market requirements.

### **Would you advice your children to take up growing as a profession?**

I wouldn't mind, but at the end it is more about what they want.

### **If you were not able to be a grower, what other profession would you have taken**

Growing and growing!!

### **Give your final comments.**

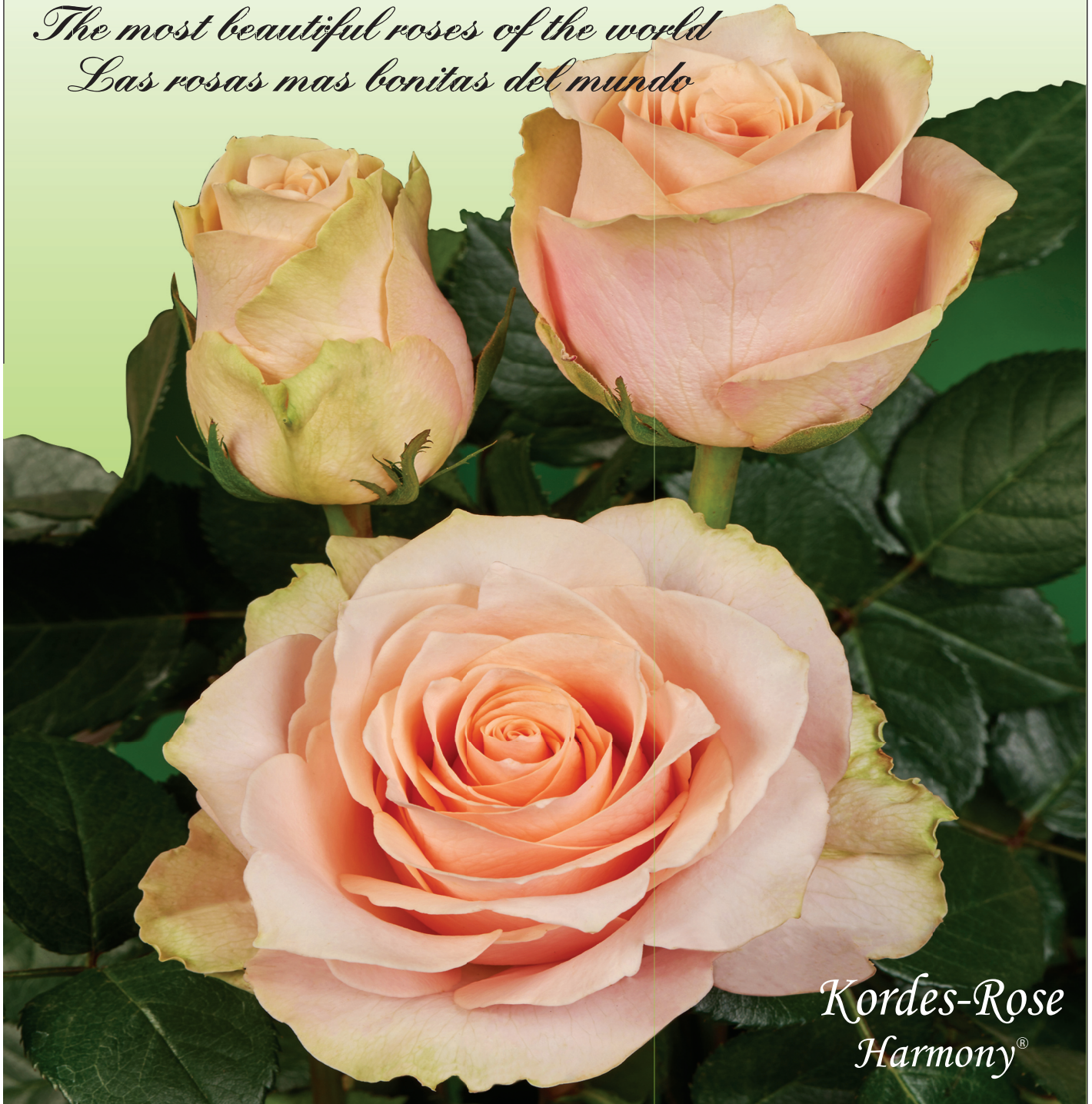
My advice to young growers is, in the current era of market globalisation, the market requires more than just having green fingers.



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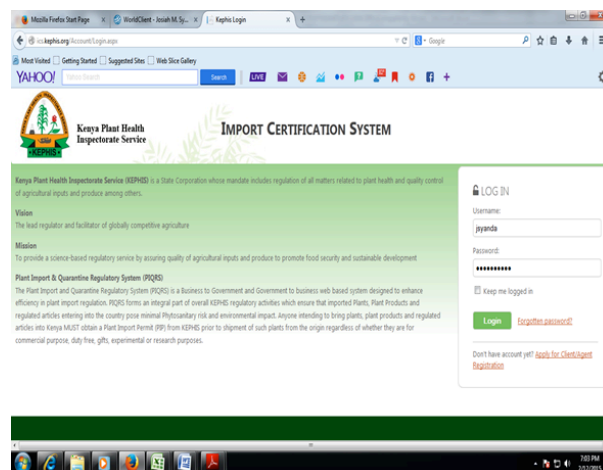
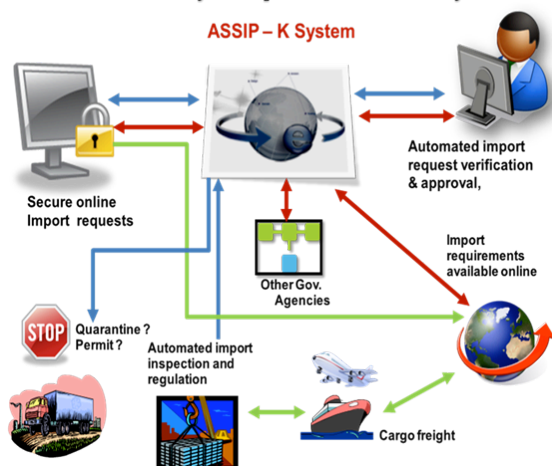
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# KEPHIS launches the Plant Import and Quarantine Regulatory system

## ASSIP – Kenya Import clearance System



Import Certification System (ICS) homepage screen

The Kenya Plant Health inspectorate Services (KEPHIS) officially launched the Plant Import and Quarantine Regulatory system PIQRS on March 5, 2015 at a Nairobi hotel. The objective of the system is to facilitate safe, secure and efficient importation of plants, plants products and regulated articles.

Speaking during the event, the Ag. Managing Director of KEPHIS Dr. Esther Kimani said the system will provide a platform for effective and efficient delivery of services geared toward meeting customers' needs and expectations while at the same time enabling KEPHIS to keep track of imported risky plant material.

She added that the bulk of plant products imported into Kenya consist of propagation material (plants for planting), seeds, vegetable oil seeds, fruits and grains for milling and relief food. Between 2009 and 2011, an annual average of 648,769.30 tons of plant material was imported into Kenya whereby 23,986 Plant Importation Permits (PIP) were issued. Propagation materials pose the highest risk thus proper tracking and management for such imports is of crucial importance. The entry points include the JKIA, Mombasa Sea port and Namanga Boarder.

Bert Rikken of the Netherlands said that the system will improve efficiency and facilitate trade between Kenya and other countries. He said that Kenya is ready for future trade

expansion not forgetting 78 cargo bookings leave Kenyan airport daily. This milestone will improve the image of Kenya and gain more trust in the world.

Representing the Permanent Secretary in the Ministry of Agriculture Livestock and Fisheries (MOALF) Sicily Kariuki, Bernard Ondaje congratulated KEPHIS for the milestone made saying this will close the gaps existing in the imports. The government has embraced use of ICT through innovations and importers will have a secure access to their online accounts where they will be able to make enquiries from anywhere at any time. It will reduce the time the importers take to complete the whole process.

Ann Onyango who represented the Cabinet Secretary in the MOALF Felix Koskei said that the launch of the system is an innovative step under modernization providing accurate information on the imported plant materials. The system will also facilitate trade for all the stakeholders adding that the private sector has a major role to play to maintain and secure the major markets.

### Background

The Automated support System for Imports of Phytosanitary consignments (ASSIP-K) project begun in January 2013 and ended on December 2014. 80% of the project was funded by the Netherlands Government while

20% was funded by the Kenyan Governments.

The project was meant to improve the current import regulatory system. The project led to the creation of PIQRS which will be fundamental in the protection of plant resources, leading to improved food security, enhanced surveillance of risk materials, environmental protection, safe exchange of bio-germplasm and enhanced trade.

The system will facilitates importers to make online requests for Plant Import Permits, quarantine facility inspection as well as requests for evaluation of biological import. It will enable KEPHIS to track imported quarantine consignments which pose phytosanitary risks.

System users can view the status of their request online and access its history during the entire life cycle of the application. This will enable the user to keep track of the application in real time thus providing opportunity for response in case of a query. Automation of background workflow processes results in speedy processing of these applications saving time and workload. Availability of searchable information from related documents of Import (Plant Quarantine Order) makes the reference to these documents easy for importers thus enabling the user to make informed choices.

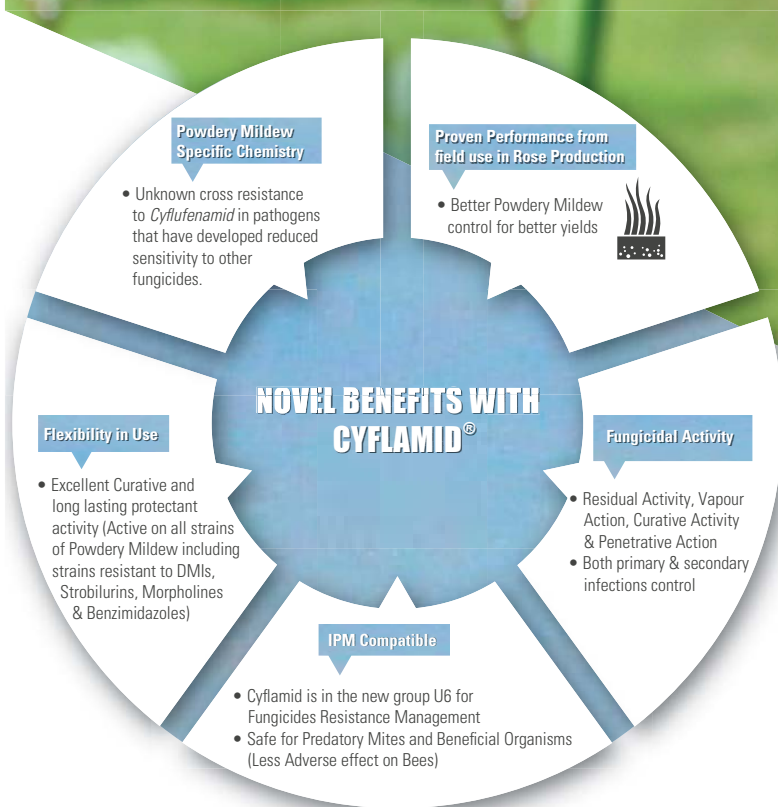




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# Green Farming out to Support Kenyan Grower

## Climate Screen Project at Kreative Roses and Maridadi Flowers

**T**ogether with leading Dutch companies, Green Farming has set up several unique demonstration



projects in East and South African countries for the last decade. The most recent, is the Climate screen project at Kordes and Maridadi in Naivasha, which was officially opened on January 20, 2015. This is the fourth Green Farming demonstration project in the Kenyan market. Further projects are the Water demo project, solar powered greenhouse project and vegetable demo project 'Growing Solutions Kenya'. These show local farmers how to create sustainable production with high quality end products.

### Seminar at Kordes

During the launch at Kordes, Green Farming presented the results of these projects on efficient and environmental friendly water and fertilizer management, and on the use of solar energy for electrical and thermal energy generation. Guest speaker, the CEO of the Kenyan Flower Council (KFC), Mrs. Jane Ngige reflected upon current sector developments and the implications of the demonstrated technologies for the sector.

Chairman of Green Farming, Harm Maters was present at the official opening of the Climate screen project at Kordes and Maridadi and introduced Green Farming partners. Climate screens supplier Svensson and horticultural automation producer Hoogendoorn Growth Management presented the results of the realized projects.

Svensson representative in Africa, Philip Immerzeel mentioned the positive contribution of climate screens on the quality and the production increase. Martin Helmich, Sales & Marketing Director of Hoogendoorn Growth Management, referred to the results of the Water demo project at Van den Berg in Kenya and the Solar-power greenhouse project at Olij, which are automated by Hoogendoorn.

## Green Farming Signs Partnership Cooperation with Chase Bank

The Green Farming and Chase Bank signed a partnership Agreement. "Chase Bank is looking to target the one billion shilling horticultural sector as it braces for its next phase of growth", said Chase Bank Business Development Director Ken Ouko. With the close cooperation between the consortium of Dutch private partners with local partners, the aim is to improve local entrepreneurship in Kenya in field of food security and food safety for all types of farms: large, mid and small-scaled.

Many small-scale farmers share the common challenge of little to no access to finance, and thus technology to maximize their business potential. With the cooperation between Chase Bank and Green Farming, small-scale horticultural farmers now can gain easy access to financial services, and applicable greenhouse technology, support and training from Green Farming partners Bosman - Van Zaal, Hoogendoorn Growth Management, PDI and DVL Plant.

Moreover, farmers are able to profit from accessing the domestic market under 'Growing Solutions Kenya', which is a program managed by Green Farming. In turn, Kenyan farmers will achieve better growth yields, improve the quality of their crop and thus receive better prices at the market. Green Farming works together with Kenyan partners to find sustainable solutions adapted to the Kenyan climate and economic circumstances.

This partnership with Chase Bank enables us to tie together financial and technical aspects of our project to ensure their success," said chairman of Green Farming Harm Maters. With the proof of concept complete and commencement of business development phase of the program, Chase Agri will leverage on the program to target, SME horticulture Growers, to finance the acquisition and implementation of the greenhouse packages.

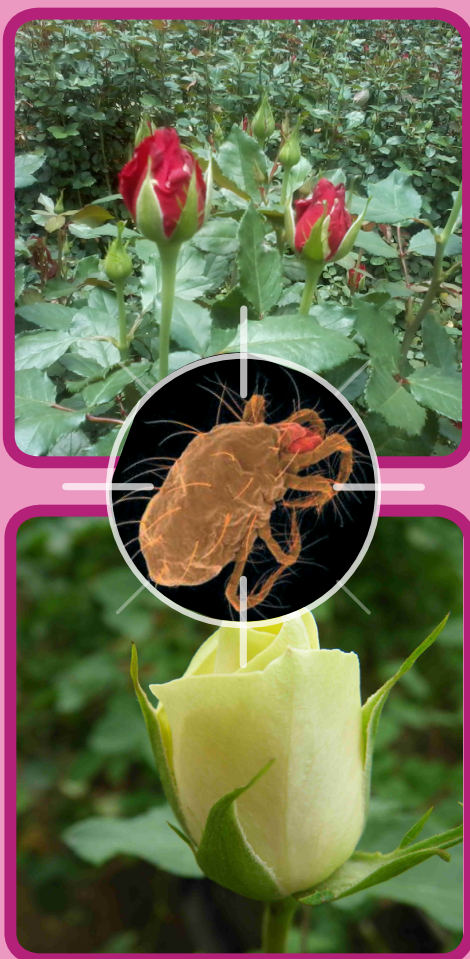
"As a bank, we cherish strategic partnerships that help us satisfy the ever changing needs of our customers. We believe this partnership will be useful to our current and prospective customers in the agricultural sector by creating added value for horticulture entrepreneurs through the continuous marketing of innovative and contemporary services and products," said Mr. Ouko.

"Our strategy included working closely with partners in the horticulture industry who offer technical support, optimal inputs and access to market such as the one we have signed with Green Farming," he added.

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Arysta LifeScience



# Caterpillars: Seasonal but Dangerous

## *Helicoverpa Armigera (African Bollworm) Caterpillars in Flowers*

By Winrose J. Maria

Caterpillars are seasonal pests to the flowers but when in season result in major losses to the flower industry as one caterpillar can cause damage to more than one flower. In flowers there are different kinds of caterpillar species which include *helicoverpa armigera* and *spodopteraexigua* and thus it's important to know the exact

pest that one has in their crop and out of these two, the *helicoverpa* species is the notorious and listed as a notifiable pest in the European market.

### Description

*Helicoverpa armigera* commonly known as African bollworm is the main caterpillar that infests flowers in green houses and outdoor ones. It is a pest of roses, carnations, hypericum, gypsophilla amongst other flowers. It is a moth with the larval stages referred to as caterpillar being the destructive stage. It is unique in that the moth lays its eggs singly on the roses and specifically on the softest parts of the crop. In roses the eggs are found on the flower buds and petals. The eggs are small, yellowish-white, ribbed and rather dome shaped. The egg period is two days after which it hatches to a larva- the caterpillar. The caterpillar eats the eggshell to emerge after which it bolls making circular holes through the petals only to feed from inside the flower.

The color of the African bollworm caterpillar varies from green to reddish brown; has three dark stripes that extend along the dorsal side and one yellow light stripe situated under the spiracles on the lateral side. When the caterpillar is disturbed, it



lifts its head and curls it under the front of the body. If even more disturbed, it lets go and drops, rolling into a spiral. There are 6 instars or stages of the caterpillar in a larval period of 16 days and the damage to the crop increases with increase in size of the caterpillar. These caterpillars are cannibalistic. When a caterpillar matures it drops into the soil or the growth media to pupate. The pupa is shiny brown; about 16mm long with smooth surface and with two short parallel spines at the posterior tip of the body and the pupal period is 10 days at normal temperatures. The pupa is dormant and doesn't feed.

When it rains the pupa emerges into an adult called moth with the male moths being greenish in color and females being brownish. Generally the adult moth is fleshy, yellowish-brown with a dark speck, greyish irregular lines and a black kidney-shaped mark on the forewings. The hind wings are whitish with a black patch along the outer margin. The moth is about 14 to 18mm long with a wingspan of 35 to 40mm. The moths are nocturnal and thus not easily seen unless one has a trapping system like pheromone traps specifically for the *helicoverpa* or light traps or water traps. One female moth can lay around 3000 eggs in a lifespan of 10 days and thus one

moth can cause an economically reputable damage to one greenhouse. These moths lay eggs closely soon after the rains start and thus its important to have an alert scouting system.

### Why it's a challenge

The fact that the moth is nocturnal and its presence is mostly recognised by the presence of eggs on the flowers or live caterpillars on the flowers

is a challenge. There is also insufficient knowledge of this pest as most people just associate the caterpillars to presence of butterflies they see around during the rainy season. Others kill the eggs by physically crushing them which leaves a chance of some hatching unnoticed and causing damage to the flowers. There is also a recorded incidence of this caterpillar having resistance to chemicals and some of these chemicals are expensive leading to increased cost of production. A pest can be well managed when its lifecycle is known and when the destructive stage is identified and controlled at the right time before the thresholds are reached. Its recommended to apply effective scouting methods like use of traps like pheromone, water or light traps as an early warning system.

### Pest management

Caterpillars on roses and other crops have been and still are most commonly treated with synthetic chemical insecticides. While synthetic chemical insecticides have provided effective ways to protect crops, their indiscriminate use has abused them. Other means of crop protection, such as biological and microbial control, are being used to a much lesser extent, although there are many examples of highly successful use of predators and parasites.



# SACRIFID

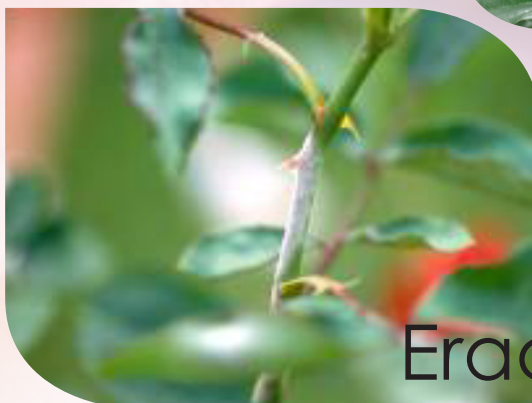


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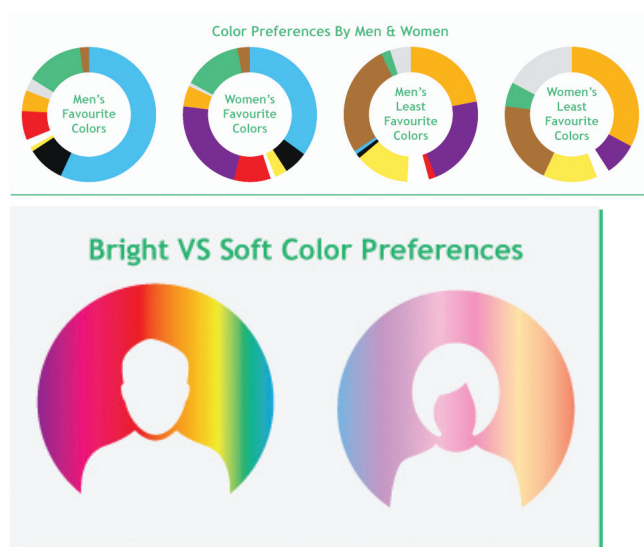
# Why Color Sells Plants: The Psychology Behind Color Selections

With mothers day approaching it's the perfect time to look at what could help you boost your sales for the upcoming season. But does color sell plants?

A simple answer would be yes and no. But this not much help with deciding what colors you should focus on displaying. Research would suggest a number of reasons why consumers will select certain colors. It could be based on seasonal ideals, so when you think of this you would generally lean towards pastel muted colors even veering on towards the warmer yellow tones for a splash of brightness; think Easter and daffodils. But what else? There must be other factors that will influence color choices other than the typical seasonal selections. Well there can be, and this is where it gets a little more complicated.

Research will tell you that color selection is often based on personal preference, experiences, upbringing, cultural differences and so forth, often muddying the effect individual colors have on us.

sell, and again it is all down to consumer personal preference.



## Color Emotion Guide

OPTIMISM / CLARITY / WARMTH

FRIENDLY / CHEERFUL / CONFIDENCE

EXCITEMENT / BOLD / YOUTH

CREATIVE / IMAGINATIVE / WISE

TRUST / DEPENDABLE / STRENGTH

PEACEFUL / GROWTH / HEALTH

BALANCE / NEUTRAL / CALM

### Seasons

Another factor that influences color choices is seasons, whether that is the typical colours associated with the season or dependent on the varieties that are available. Most gardeners planning for spring are looking forward to bursts of colors that are uplifting after a cold and dreary winter. Think of those yellow daffodils again!

### Choices

People like choices. It's a fact. But too much choice will often overwhelm a consumer, which is why presenting consumers with only the most popular colors is usually the way to go. But it's still important to provide enough of a selection that people feel like they can express themselves individually.

### Trends

Even in the floral industry there are trends set for the year of what will be the most popular colors. Consumers want to be individual but also to be socially accepted by others and will often follow trends set in the industry. The Netherlands is the trendsetter when it comes to determining the popular color of the season. For example, in the beginning of this season you should plan to include a variety of purple shades. Of course this just touches the surface, as there are numerous factors that go into trendsetting, and trends can bleed over from other industries such as the fashion world.

### What should you do?

You should aim to have a varied selection of colors to choose from as male and female color preferences vary so greatly. Consider what time of year consumers are buying, the most popular trends set for the year and the type of consumer that you sell to the most. Bear in mind there is no definitive right or wrong answer to color choices!

However, if you are to examine the color preferences between men and women, as done in Joe Hallock's Color Assignments, you get a rough idea of colors that are most universally appealing. Although there are apparent differences between gender choices there are also glaring similarities. For example, both men and women most preferred blue, green, orange and red in similar amounts. The same can be said for least preferred colors between the both being brown, orange and yellow. Another example shows that men prefer bright toned colors whereas women prefer softer toned colors. Obviously this diagram lacks the broad spectrum of colors available in the flowers you could possibly

# China is an Attractive Market for Kenyan Flowers



**Mr. Eliud Njenga the Managing Director of Pigeon Blooms. (file Picture)**

China has become a new attractive market for Kenyan flower farmers exploiting diversified avenues for retailing their produce. Kenya leads in the export of cut flowers to the European Union (EU).

But as many investors continue to take interest in flower farming, exploiting new markets with huge potential for a sustainable supply is becoming an inevitable aspect in the industry. China has turned out to be a potential destination for high value roses.

“We are focusing more on Asia and China in particular because the EU market has so many players and the rate of expansion in Kenya is higher than the growth of the EU market,” said Pigeon Blooms Managing Director Eliud Njenga, whose farm exports roses to China.

“Penetrating into the Chinese market would neutralize monopolization of prices thus benefiting flower farmers in the country in the long-term,” Njenga told Xinhua in an interview.

Creating an enabling environment for direct flights between the two countries largely boosts exportation of flowers from Kenya to China as Njenga argues.

In 2013, Kenya Airways, the East African nation’s carrier launched direct flights to China, a development, Njenga says further enhanced commercial relations between the two countries. “I

believe the direct flights play a key role in growing the business between Kenya and China,” said Njenga.

Significantly, huge population in China and growing demand for quality roses provides Kenya with a viable customer base to capitalize on.

Overtime, the floriculture industry in the country currently worth more than 1 billion U.S. dollars has transformed with advent of new technology and innovations of better performing flowers. “The flower industry in Kenya is more than four decades and evolved over the years in the use of modern technology,” said the Pigeon Blooms Managing Director.

Since Kenya has gained popularity in high quality flower farming, breeders in rose flowers have set base in the country with the aim of enhancing the sector’s productivity.

Njenga said premium roses exported to China are grown in high altitude parts of Kenya and whose high quality provides a competitive leverage in the Asian market.

“All major players in the industry in terms of buyers, suppliers of machinery, green houses, and irrigation equipment among others also have their base in Kenya.

“This has made it easier for growers to access respective services,” said Njenga.

Kenya is famed for producing unique flowers, a factor attributed to its sustained market relations with the EU which puts great emphasis on quality production.

Despite the challenges of climatic changes, Kenya still holds a favorable environment for growing exceptional flowers as the industry stakeholder maintains.

Njenga said roses grown in the country have been proved to have the longest shelf life thus preserving their quality throughout the retailing period.

“Here in Kenya, flowers are also handled professionally after harvest. This has ensured their high quality,” he said.

Source: xinhua



# Kenya has Over-Reliance On a Few Markets

*The shame of exporting local potatoes and fresh beans as Irish and French should jolt the country's marketers into action. Nothing should be allowed to hold these efforts back. Not now or ever.*

**T**he report that Kenya has lost a share of its global horticultural market over the past five years should send the national and county authorities

back to the drawing board. The national government should take the first step of convening a meeting involving all industry stakeholders including farmers, exporters, inputs suppliers, inspection agencies and financiers. This meeting should slowly come up with a blue print that would guide the industry over the short-and mid-term period.

This meeting would be mandated to come up with solutions on all the challenges currently holding back the sub-sector whose valiant efforts have so far managed to wrest only 1.23 per cent of the global market share. The source of funding for initiatives dealing with these problems would also have to be identified. This might mean a mandatory invitation of the country's development partners currently involved in the sub-sector including the European Union and United States Agency for International Development (USAid).

## Over Reliance

Top on the list of the challenges facing the sub-sector is over-reliance on one or two markets. This explains why there was a

near panic last year when the EU imposed new import taxes on the local produce following a failure by both parties to sign a new trade protocol in time. These near-cardiac arrests could have been avoided had the country got other major outlets.

## Entire value chain

Second, ways should be devised to increase the value of the country's exports both in terms of per capita and per hectare. Interestingly, this is an area currently dominated by Morocco and Egypt, countries that depend on irrigation as opposed to Kenya which is still wedded to rain-fed agriculture despite its increasing unreliability due to the unfolding, but little understood, climatic changes.

Morocco and Egypt, both arid countries, last year, exported goods valued at \$132 (Sh12,012) and \$69 (Sh6,279) per capita respectively while Kenya managed a paltry \$8 (Sh728) worth of produce per capita. Clearly, there is an urgent need to review the entire value chain beginning with the land preparation, the choice of crop to plant, inputs to use and the export/local market.

## Cost of Inputs

Third, the review would point the way forward on the cost of inputs which are not only high in the region—compared to

prices in Uganda and Tanzania— but are still higher when compared to the country's major competitors in, and outside, Africa. While addressing this issue, farmers would be encouraged to move into higher value crops such as avocados, apples and passion fruits which are particularly in high demand in Europe where the crops do not do well because of the region's weather patterns. It's a sad reality that despite commanding good prices, expansion of land is held back by the small-holder farmers' lack of credit and market.

## Logistics

Fourth, the national government would need to take a keen interest in the transport logistics of these crops especially on the route from the farm to Mombasa. The current situation whereby it costs as much to take a container from Nairobi to Mombasa as from the same port to Rotterdam, Holland is inexcusable. It is a hurdle that must be removed fast.

## Branding

Fifth, the continued lack of branding of Kenyan produce is yet another scandal that should not be allowed to go on much longer. The shame of exporting local potatoes and fresh beans as Irish and French should jolt the country's marketers into action. Nothing should be allowed to hold these efforts back. Not now or ever.



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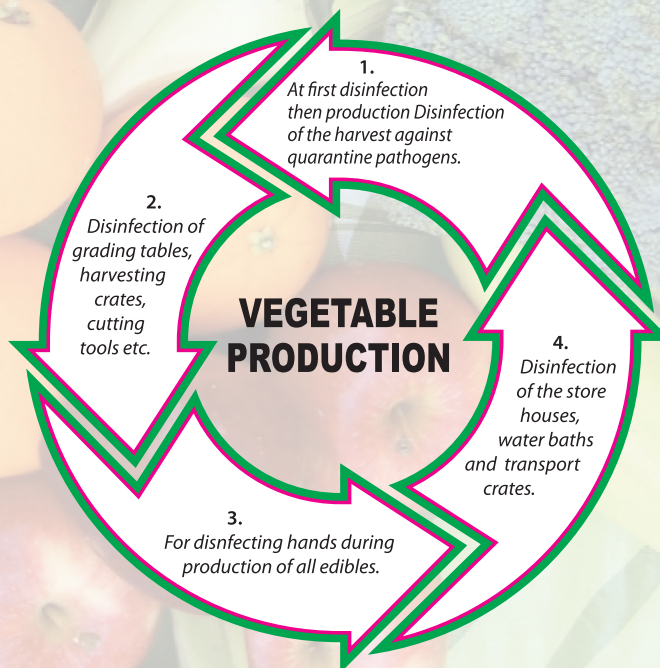
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- ⇒ *Fungicide Enhancer (Tank mixing)  
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- ⇒ *100% Compatible with IPM programme.*



**NB: Disfection is the essential part of the plant protection strategy and have to be done first of all and consequently**

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**NB: Benzoic acid is for instance allowed as preservative in food stuffs with 9g/kg as e.g. in sausage and mayonnaise**

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*Pest Management Experts*

# TERVIGO the new Baby for Syngenta Launched

**I**t was pomp and dance as flower growers welcomed the entry of a first class nematicide for ornamental products. The launch came with an almost audio recorded oratory of Marcel Breedevelde, Product development Manager, Europe Africa Middle East, Lawn and Gardens not previously heard in Kenya.

In a more theatrical way, Mr. Breedevelde said, "In today's growing environment- with constantly shifting social, economical, environmental and market priorities, every grower would vote for a product with significant crop enhancement effects through increased root mass and greening effect on leaves. In addition it should lead to more vigorous, healthier and higher yielding crops".

## Formulation

**TERVIGO™** has proven activity against a variety of destructive nematodes in ornamental crops. The unique chelated formulation ensures effective protection of the active ingredient for optimal soil penetration and contact with nematodes leading to more vigorous and higher yielding crop.

## Mode of action

**TERVIGO™** as soil application is highly effective against the root-knot nematodes and other several species of plant parasitic nematodes.

Abamectin, the active ingredient in **TERVIGO™**, affects plant parasitic nematodes by blocking the transmittance of electrical activity in nerves and muscle cells and stimulating the release and binding of gamma-amino butyric acid (GABA) at nerve endings. This causes an influx of chloride ions into the cells, which lead to hyper polarization and subsequent paralysis of the neuromuscular systems and then death. This unique mode of action is effective on nematodes that are resistant to other organophosphates and carbamate nematicides.

**TERVIGO™** interacts with different stages in the life cycle of nematodes

- Strong side effect on eggs in the soil
- Fast elimination of soil moving stages

- Stops nematode invasion and gall formation

## Direction for use

Drip irrigation is the optimal method of applying **TERVIGO™** in ornamental crops. This ensures that the product is released at a constant rate, directly to the plant base, keeping the product around the root mass where it will kill nematode populations and enhance root health.

## Application Timing

Apply **TERVIGO™** in an early curative situation (after appropriate nematode extraction, identification and counts). The window for application should thus be positioned around the population build-up periods. Proper sampling should be carried out to determine the infestation levels in order to choose the most appropriate application intervals.

## Crop tolerance

Margaret Njambi, the technical manager East Africa assured farmers that the product had also been tested in Kenya. "This formulation has been tested for phytotoxicity on several ornamental crop varieties and has a wide margin of safety on the varieties tested. However, it is recommended to do phytotoxicity test on new varieties before wide scale use", she said.

## Resistance Management

Use **TERVIGO™** as a rotation partner with other nematicides of different mode of action. **TERVIGO™** is an excellent tool for the control of nematode populations suspected to be resistant to carbamate and organophosphate nematicides.

## IPM- Fitness

**TERVIGO™** fits well into any IPM systems. Since it is applied to the soil and it is not systemic, beneficial (Bees and natural enemies are not affected during and after application).

## Remarks

The chief guest during the event, Loise Mukami a Lead auditor at KFC, said the launch of **TERVIGO™** could not have come at a more opportune moment than this for the Industry. Growers yearn to obtain quality Nematicides

that can be integrated with IPM; to meet the ever stringent market requirements on safety and environment protection, amongst others. She commended Syngenta E.A. for working hard on this area to provide growers with successful and efficient products.

In his speech, Mr. Marcel Hubers, technical Manager, Europe Africa Middle East, Lawn and Gardens took growers through the Syngenta portfolio globally. He said that Syngenta was keeping abreast of market demand, whilst maintaining the highest standards of operation demanded by the international European standards. "We keep a hawk's eye on our products as guided by the stringent international standards and **TERVIGO™** has been able to pass them," he said. **TERVIGO™** entry into the Kenyan market offers growers additional choice of nematicides.

In his remarks Mr. Walter Njenga said, "Today marks an important milestone in our history and commitment to growers. We will strive to bring you benefits not just products. We will not sell products we will provide solutions to enhance productivity per unit area. We will not bring you just new products; we will package technologies to meet the ever changing dynamics of crop protection".

Most of those interviewed by this bi-monthly magazine represented a cross-section of people from all sub-sectors of the horticultural business and they believed the launch of **TERVIGO™** would be of major commercial advantage to them. "I have tried the product before and for sure it is good," said Mr. Dilipe Berge of primarosa flowers. Similar sentiments were expressed by Mr. Andrew Tubei Production Manager, Maasai Flowers- Sian Group, describing it as cost effective.

Addressing the growers, Mr. Victor Juma, Lawns and Gardens Manager said, "Our desire is to use our technical capacity and capabilities to introduce quality molecules like **TERVIGO™**. We will also endeavour to offer you professional and ethical advisory services in crop protection. It is our high expectation that we will live to your expectations as world class chemical company".



# SYNGENTA LAUNCHES TERVIGO™ IN KENYA AGAINST NEMATODES





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# EHPEA SILVER LEVEL RECOGNIZED

**Mr. Zelalem Messele  
(Chairman)**

*The association also congratulate its members  
for the success and further requests them to adhere by the  
standards put in the benchmarking*

**T**he Global Partnership for Safe and Sustainable Agriculture, GLOBALG.A.P., in a benchmarking statement of equivalence letter sent on 20 January 2015 confirmed that the Ethiopian Horticulture Producer Exporters Association (EHPEA) Code for Sustainable Flower Production Silver level version 4.0 is successfully recognized as equivalent of GLOBAL G.A.P certificate.

The letter signed by Dr. Kristian Moeller, GLOBALG.A.P. Managing Director, declared that EHPEA has the right to contract

Certification Bodies (CBs) that have achieved indicated ISO accreditation. The letter stated that the benchmarking approval is valid as long as the EHPEA Code of Practice for Sustainable Flower Production silver level version 4.0 general regulations and CPCC version do not change, or until the GLOBALG.A.P. normative documents change to a new version. The success is an applaud for the association and its respective members and EHPEA extended their appreciations to the GLOBALG.A.P. for benchmarking the Silver Level version 4.0. The association also congratulated its members for the success and further requests them to adhere by the

standards put in the benchmarking. In the last months nine new members have joined the association, and some more are on the way to join.

The newly registered members include cut flower, seedling, fruit and vegetable as well as cutting producing companies. EHPEA believes that the widening membership base will bring significant strength for member producers and exporters and helps to tackle problems hampering their progress together.

Source: EHPEA



# Flower Demand Benefits

**A**s the air cargo industry is gearing up, newer markets in Latin America and Africa are opening up for exports. And Europe still continues to be a major importer of this commodity. The flower industry is very crucial to air cargo. Probably, because it is one of the few

commodities that can still provide positive margins to the business.

"On average, we see an increase in production of 3-5 percent per year, which is higher than the global growth levels. It is important to mention that the industry continues to innovate on for example growing methods or

packaging. It also continues to innovate and explore new species to be produced," says Pieter Fopma, Air France-KLM cargo director for perishables.

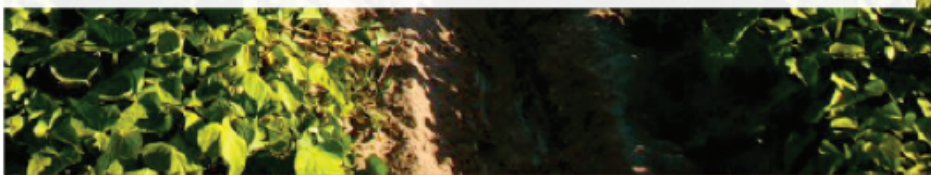
Demand for flowers usually originates from Africa and South America. But in the African region, the focus has been shifting away from traditional markets like Kenya. It was announced that Kenya's neighbouring country Ethiopia is planning to increase its revenue from the export of horticulture products to \$371 million during 2014-15 fiscal year, compared to \$245 million in the previous year. Logistics companies are now witnessing an increasing shift of flower exports from Ethiopia than its other African counterparts.

The South African flower industry has also been developing steadily over the past few decades across segments like Greenhouse flowers such as roses, foliage and fynbos such as proteas. "The market moves in line with normal business cycles and is affected by other factors that influence consumer demand," says Saxen van Coller, CEO of Dube TradePort.

Meanwhile the Latin American flower trade continues to be important to carriers across Europe and in North America. "Indeed, at current rates we can expect volumes from the two key flower markets – Colombia and Ecuador – to increase says Rodrigo Casal, VP Commercial, LATAM at IAG Cargo. He further adds that the shape of the market has changed: while the overall trade in flowers from Colombia and Ecuador into Europe has remained flat -with Holland, at 80 per cent by far the biggest regional importer-there has been significant industry growth to Asia, especially China and Japan, and the Middle East.



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# fits Air Cargo Industry



“Our strongest flows originate in Colombia and Ecuador and terminate in Spain and the UK. As our hub airports, it makes sense that Heathrow and Madrid lead demand for this commodity.” For combined shipments from Colombia and Ecuador the carrier will reach 14 percent ahead of last year. “Flowers make up close to 17 per cent of our total Latin America business. It is therefore an important flow for what is becoming one of our strongest competitive differentiators: our exceptional connectivity between Europe and the lucrative economies of Latin America.”

Though demand for flowers has always been concentrated around peak events such as Valentine’s Day, All Saints Day, the end of year festivities and Mother’s Day, Casal explains that this trend will continue and make it more important than ever for retailers to be able to effectively manage their stock. “Air cargo is effective in this respect as it allows retailers to respond rapidly to changes in demand, ensuring they don’t lose revenue through excess stock or stock shortfalls.”

The Colombian and Ecuadorian flower industries will no doubt continue to grow into its natural markets of the USA and Latin America. When it comes to Europe, however, the picture is less clear and will depend largely on costs, volume growth and competition from other source markets such as Africa. However, any losses here could be offset by continued

growth in the Asian market.

American Airlines Cargo has also witnessed a positive trend for their flower traffic from Colombia and Ecuador. The carrier transports on average 6,000 tonnes of flowers a year throughout their network. “These volumes make it clear that we have a strong focus on this commodity. We believe that our joint network with US Airways and our international growth to the largest world’s markets will drive significant growth in our flower volumes,” says MD Cargo Sales MCLA, American Airlines Cargo.

Last year, AA Cargo introduced daily services from Dallas to Hong Kong and as well as to Shanghai. This followed new services to Campinas, Brazil and also announced new services to Beijing and Frankfurt. “American’s focus on introducing ‘new services’ to preserve the quality of the flower to the final destination will remain key”, explains Taylor.

AA Cargo has also invested in coolers in major hubs such as Miami, Dallas, Los Angeles, Chicago, New York, London and Philadelphia. As part of the airline’s strategy to be innovative, it has also introduced new protective material that shippers can use as part of the packaging.

“The material protects flowers from sunrays as well as from rain during transit to/from warehouses and the aircraft,” assures Taylor.

Even though AA Cargo widely caters to the US market, it has been extremely successful at maximising its network by focusing on the traffic to the European markets as well as targeting new destinations in Asia such as Japan and Korea. “This has allowed us to deliver higher yields than what the USA importers are willing to pay.”

For the airline, European destinations still remain strong, particularly London, Amsterdam, Paris, Madrid, Milan, and Barcelona where it offers a significant choice of schedules via various hubs. Overall it looks like Europe will continue to be the main driver for demand for the exports of flowers. But Russia has considerably shown less interest over the past months, especially with the collapse of the Ruble.

“With strict money transfer measures that are currently in place, it increases the costs to do business. Ruble has lost around 40 percent versus the dollar so far in 2014. Needless to say that we are closely monitoring the developments,” says Fopma of AF-KLM. For South Africa’s there are traditional markets and established trading partners such as The UK and Netherlands. “There are also emerging markets such as Russia and the Far East. These markets are driven by factors such as price competitiveness, quality and vase life of products and consistency of supply,” adds Collier.

# FSI Members Committed to 90% Sustainability for Flowers and Plants

*A bigger group than ever, more than 50 industry leaders from growers, traders and retail, were present to renew their commitment towards 90% flowers and pot plants sustainably.*

**D**uring the 2015 General Assembly at the IPM Trade Fair in Essen, Germany, the Floriculture Sustainability Initiative presented before its members the results 2014 and way forward 2015. FSI brings key industry players together to focus on the developments towards mainstream sustainability in the floriculture sector. Their ambition is that 90% of the flowers and pot plants traded by FSI members are sourced from responsible sources by 2020. More than 50 industry leaders from growers, traders and retail, attended the event to renew their commitment towards 90% flowers and pot plants sustainably produced and traded by FSI members by 2020.

The main standards used for good sustainability practices in the floriculture sector are now part of the “FSI basket of responsible sources” and started or already finished their benchmarking against GSCP for Social requirements and/or Global

G.A.P. for environmental to remain in the basket by the end of 2015. FSI members want to create impact in the sector and reach higher volumes of sustainable flowers and plants, but also work on improving practices on key issues.

The meeting highlighted the first 10 projects conducted by FSI members that will create knowledge and better practices and bring awareness to the issues. Learning by doing is what brings FSI members together to conduct projects and address key sustainability topics.

“By the end of 2015, a good number of key topics will have been addressed through projects, there will be follow up projects on key issues and we will be able to measure volumes from responsible sources to see where we stand towards our ambitious goal of 90% by 2020” adds Jeroen Oudheusden, Executive Officer of FSI.

There is no doubt that by combining the efforts of our members and implementing the learnings from FSI member projects to

the measuring methodology we will lead to improvements on sustainability in the global floriculture sector”.

In Kenya, FSI has two project:

1. KFC Linking Smallholders to the Market  
The project will directly enhance market access of 100 to 150 small scale flower farmers in Nyandarua County (Kinangop) and Kiambu County. This will be implemented by expanding certification services to small-scale farmers, provide them with capacity building for implementation and market linkages to grow their client base

2. DUDUTECH-Bio Control

The Project will help implement modern farming methods in the area of Madrigat, Kenya by engaging small holder farmers in the biological production process and establishing the pest production and processing in rural site using an ‘out grower model’, education and empowerment through demonstration to educate the community and explore commercial viability of bio-control products.





## Nairobi-Schiphol Freighters up.

Amsterdam Airport Schiphol saw a massive 50% increase in freighter capacity from Nairobi, in the week running up to St. Valentine's Day.

The usual 30 flights increased to 45, as the airport prepared to handle the annual influx of roses and other blooms from Kenya, before the flowers were re-exported to markets across Europe - primarily Germany, France and the UK.

The volume of cut flowers passing through Schiphol also grew by 50%, compared to normal levels. Estimates place the week's traffic at 70 million inbound stems; when added to the larger volume of flowers from Dutch growers, the outbound traffic by air and truck reached a total of 100 million red roses, 100 million red tulips, 100 million assorted other varieties, and 20 million pot plants.

In early 2014, Schiphol Airport established a temporary truck park to provide off-road accommodation for the large increase in vehicles visiting the airport to deliver and collect flowers during the pre-St. Valentine's Day boom. The success of the arrangement has led to the construction of a permanent facility for 60 vehicles.

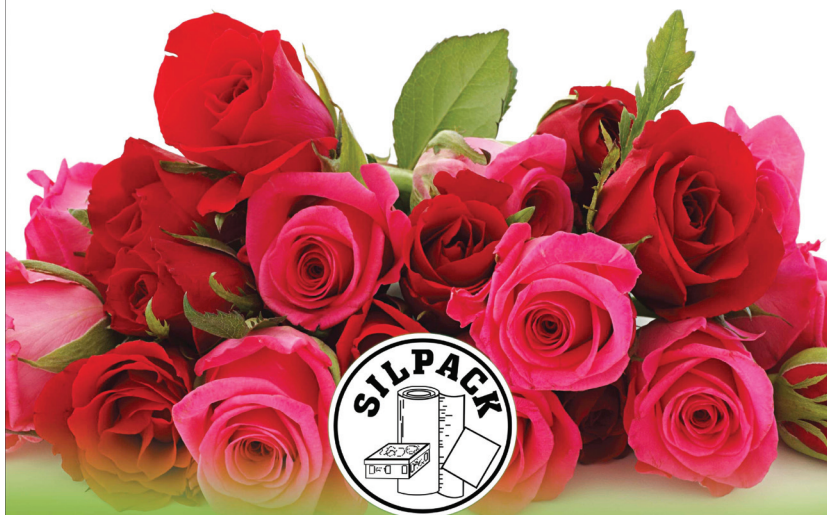
This year's St. Valentine's Day produced overall flower traffic volumes similar to 2014, reports Schiphol Cargo Business Development Director, Bart Pouwels: "St. Valentine's Day sales were level with 2014 for two reasons; firstly, this year's St. Valentine's Day fell on a Saturday, which is a day when many people already buy flowers for their partners. Secondly, it was also the start of the Carnival period, whose activities in various markets overshadowed the celebration of St. Valentines' Day."

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# The History of Valentine's Day

*By Market Insider Monday, 26 Jan. 2015*

**T**he history of Valentine's Day, legend says, originated during the third century in Rome. During this time, Emperor Claudius II decided that single men

made better soldiers, so he outlawed marriage for young men.

A young priest named Valentine was furious with this injustice and defied Claudius by continuing to perform marriages for young lovers in secret.

Claudius eventually discovered Valentine's actions and sentenced him to death. During his time in jail, Valentine fell in love with his jailer's daughter, who visited him in prison. Before he was put to death, Valentine sent a letter to the girl and signed it, 'From Your Valentine' — an expression we still use today. Valentine was executed on February 14, 270 AD. Later, around 496 AD, Pope Gelasius declared Feb. 14 a day to honor Valentine, who by that time had become a saint.

Today, we continue to honor St. Valentine and recall the history of Valentine's Day each year on February 14 by celebrating our love for significant others, friends, and family. For thousands of years, the middle of February has been a time for fertility festival celebrations, so it is no wonder Valentine's Day flowers are often the Valentine's Day gift of choice around this time of year.

For centuries, flowers have symbolized fertility, love, marriage, and romance. The history of giving your loved one Valentine's Day flowers comes from the old-fashioned custom of sending floral bouquets to pass on non-verbal messages. Introduced in the 18th century by Charles II of Sweden, each flower had a specific meaning attached to it, making it possible to have an entire conversation using only flowers. Today, people continue to send flowers on special occasions or to express sentiments of love and admiration.



Valentine's Day is one of the biggest holidays to send flowers. The rose is the traditional Valentine's Day flower, as it signifies romantic love, but there are

many other flowers that people send to communicate the different types of love they feel for those important people in their lives.

Flowers overpower all other gifts on the eve of the celebration of love since flowers, and flowers only can convey the special message of love to your valentine.

Roses, especially, red and pink roses are the favorites of lovers on the Valentine's Day since the roses have been the symbols of love right from the Victorian times. But, any red or pink flower is the most common choice and further there is no steadfast rule as to which flower is to be gifted on Valentine's Day. One can choose any flower which his/her soulmate likes most.



REPUBLIC OF KENYA



MINISTRY OF AGRICULTURE, LIVESTOCK AND FISHERIES

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# Valentines' Mes

## A Word from European Union Delegation Representative

**K**enya leads the African continent in cut flower production and exports due to a comparative advantage in labour and a favourable climate for flower farming. Kenya has the oldest cut flower industry on the African continent, but the competition is getting fiercer every year.

On the other side of the Atlantic, recent economic reforms, relatively cheap labour, and low labour standards are reasons why cut flower production has relocated from developed countries to developing countries in Latin America.

In 2013, roses imported from Kenya were valued at 45 billion Kenya shillings accounting over 30% of total EU imports that year, while Ecuadorian roses accounted for nearly 17%. However, African countries such as Ethiopia, Uganda, and Zimbabwe also contributed a significant share to the EU's rose imports, particularly Ethiopia, which has emerged as a major supplier in recent years.

Indeed, Kenya and the East African Community is not the only trading partner with whom the EU has recently concluded a Free Trade Agreement. Liberalized trade is very much in vogue, and we recently concluded FTAs with important competitors such as Colombia and Ecuador. The preferences in tariffs are being eroded

due to this increased trend for liberalization.

Therefore, you will maintain and possibly increase your market share only if you are competitive enough.

Barriers to trade, transport and communication costs need to reduce in order to compete with international standards. Moreover, more added – value is required for EAC products to remain competitive against other lower-cost producers that are gaining EU market share, even without preferences.

Against this backdrop, the private sector needs to adjust and adopt new approaches to foster competitiveness and require EAC governments to implement strong, coherent and ambitious economic, political and social policies.

The Economic partnership agreement offers many opportunities in this direction. It is up to the private and public sector to reap the maximum benefits by complementing commitments made in the EPA with serious reforms.

The EPA was initialed around 15th October 2014 and Kenya has again been listed



*Lodewijk Briethead of EU Delegation speaking during a Kenya Flower Council stakeholders forum at Naivasha*

as a beneficiary of the market Access Regulation, pending the completion of the ratification process in the different EAC legislations. The EPA text is currently undergoing legal scrubbing and we hope that the deal can be signed by the summer and that ratification will proceed smoothly thereafter.

A prompt signature of the EPA this year will secure the ratification of the EPA by 1 October 2016, the deadline for ratification by all countries benefiting from duty-free, quota-free access to the EU market under the MAR.

Failure to make that deadline means that Kenya will again fall under the General System Of Preference (GSP). It is our goal to meet the deadline well on time to prevent Kenya exports from again being subjected to duties as was the case between 1st October and 25th December 2014. Let us work together to have the EPA signed ratified on time.

# Message to Growers

## A Word from the Ministry of Foreign Affairs and International Trade Cabinet Secretary

I believe you want to know the post EAC EU Economic Partnership Agreement (EPA) signing steps. The agreed EPA text will go through a ratification process after which it will be signed by the Ministers upon approval by the EU Council. This process can take up to one year or less since it involves ALL the parties, i.e. the entire EU and all the EAC partner states, in accordance with the respective internal constitutional / legal requirements.

This agreement presents enormous opportunities in terms of enhanced access to the EU market and opportunities for investments in the country. It creates predictable environment where the existing and new investors will continue to put their investment in Kenya targeting the EU market which is especially the main export destination for our horticultural products, i.e. flowers, fruits and vegetables.

I wish to reiterate that the government and especially my ministry will continue to cooperate with all the stakeholders to ensure that Kenya reap optimum benefits from the opportunities it presents. I challenge all to move with speed to reap the benefits. As we Endeavour to access the EU market, we must pay attention and comply with the EU standards and regulations.

We have, over the last months, received a

number of notifications from the EU regarding failure of our fresh produce, particularly fresh fruits and vegetables, to meet the EU standards. The EU has even threatened to impose strict inspection measures on some of our produce if the situation is not significantly improved. It's good to state that the main problem has been documentation and this has significantly improved following the efforts put in by all players in the value chain.

I wish to stress that this is an area that needs very close collaboration among all the relevant players in the industry starting from the farmer/ exporters to county officials, and government institutions and agencies involved in the export business.

Sanitary and Phytosanitary (SPS) and standard issues are complex and it therefore needs concerted effort to manage, lest it can turn out to be one of the biggest threats and obstacles to accessing the EU market. It's important, however, to mention that the EPA agreement provides a mechanism where the two parties can engage on SPS issues before taking any action that can potentially hinder entry into the EU market.

I'm aware there are quite a number of



***Representative of the Ministry reading the speech***

other challenges exporters face in their operations that require to be addressed in order to facilitate their competitive exploitation of these opportunities. This includes the high cost of power, infrastructure inadequacy, and water shortage, among others. The Government understands these challenges and is wholly committed to addressing them in line with the government targets to grow this economy by double digit, and enhance employment creation.

I must also say that the inclusion of a development chapter and the development matrix in the EPA agreement will address some of these supply side constraints. These constraints have negatively affected Kenya products from accessing the international market.

As I conclude, I wish to once again call upon you to continue engaging in these matters and we shall be able to contribute to improving this economy and in removing our people from poverty.



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# FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
AAA- Flowers-Simba	Vegetables/Flowers	Nakuru	Banerjee	0704788852	banerjee@aaagrowers.co.ke
AAA Growers		Nairobi	Musa Sando	0787866022	sando@aaagrowers.co.ke
AAA-Chestnut		Narumoru	Kiai/Sando	0722944030	sando@aaagrowers.co.ke
AAA-Growers Simba Farm		Nakuru	Moses Sando	0787866022	sando@aaagrowers.co.ke
AAA-Hippo		Thika	Steve	0721778736	steve@aaagrowers.co.ke
AAA-Turi		Nanyuki	Japhet Mbaabu	0722-926663	turiagronomy@aaagrowers.co.ke
Acacia Farm-Sunripe		Naivasha	Antony	0711827785	naivasha@sunripe.co.ke
Africala		Limuru	Rob	0721-837968	sales@africalla.com
African Blooms		Nakuru	Samir	0735384552	samir.chandorkar@xflora.net
Afriscan Kenya Ltd		Naivasha	Khaemba Andrew	0722431170	andrew.khaemba@afriscan.co.ke
AgriFlora Ltd	Flowers	Nakuru	Clement Kipngetich		
Akina Farm		Nakuru	Arfhan	0722728441	arfhan@fontana.co.ke
Alani Gardens	Roses	Nakuru	Judith Zuurbier	0722 364 943	alani@alani-gardens.com
Altitude Flowers	Flowers	Nakuru	Dominic	0723684277	
Aquila Development Co		Naivasha	YoGesh	050 50609/10	info@aquilaflowers.com
Ayana Farm		Nakuru	Gideon	0718980566	gideon@fontana.co.ke
Bamboo Farm-Sunripe		Nakuru	Reuben	0723920237	
Baraka Farm		Nakuru	Lucy	0720554106	lucy@barakaroses.com
Batian		Nanyuki	Dirk Looj	0720102237	dirk@batianflowers.com
Beautyline		Naivasha	Peter Gathiaka	0722676925	peter@beautyli.com
Bigot Flowers	Flowers	Naivasha	Kakasaheb Jagtap	0722,205,271	jagtap.kt@bigotflowers.co.ke
Bila Shaka Flowers	Flowers	Naivasha	Joost Zuurbier	0722204489	bilashaka.flowers@zuurbier.com
Black Petals		Limuru	Nirzar Jundre	0722848560	nj@blackpetals.co.ke
Blissflora Ltd		Nakuru	Sajin / Prabha	0789101060	appachu7@yahoo.com
Blue Sky		Naivasha	Mike	0720005294	info@blueskykenya.com
Blooming Dale Roses Kenya Ltd	Flowers	Nanyuki	Sunil	0718991182	info@bloomingdalaroses.com
Buds and Blooms		Nakuru	Shivaji	0720895911	shivaniket@yahoo.com
Carnation Plants		Athiriver	Ami R.	0733626941	amir@exoticfields.com
Carzan Kipipiri		Naivasha	Nicholas	0721844367	kipipiri.production@carzankenya.com
Carzan Kipipiri		Naivasha	Justus Metto	0722755396	gm@carzankenya.com
Carzan Rongai		Nakuru	Francis	0720890920	rongai.production@carzankenya.com
Carzan Rongai		Nakuru	Mtembei	0720639392	rongai.production@carzankenya.com
Charm Flowers	Flowers	Athiriver	Ashok Patel	020 352583	ashki@wananchi.com
Color Crops		Timau	Ken	0716389472	colourcrops@tmu.com
Colour crops		Nakuru	Maina	0722578684	bahati@colourcrops.com
Colour crops Naivasha		Naivasha	Geoffrey	0722200972	nva@colourcrops.com
Countrywide Connections		Nanyuki	Peterson Thuita	0724786004	bondet.production@kariki.biz
Delemere Pivot		Naivasha	Rose Ngina	0721954082	rose.ngina@vegpro-group.com
Desire Flowers	Flowers	Isinya	Rajat Chaohan	0724264653	rajatchaohan@hotmail.com
Duro Farms		Naivasha	George	0723665509	
Enkasiti Thika	Flowers	Thika	Tambe	0734256798	enkasiti@gmail.com
Equator Roses	Flowers	Eldoret	Charles Mulemba	0721311279	cmulemba@sianroses.co.ke
Equinox	Flowers	Nanyuki	Tom Lawrence	0722312577T	tom@equinoxflowers.com
Everflora Ltd.		Thika	-	0735873798	everflora@dmbgroup.com
Fairy Flowers	Flowers	Limuru	Sylvester	0753444237	sylvesterkahoro@yahoo.com
Fides		Embu	Kirima Nturibi	0714026988	k.nturibi@fides.com
Finlays Flamingo Farm	Flowers	Naivasha	Peter Mwangi	0722204506	peter.mwangi@finlays.net
Finlays- IbiS Farm	Flowers	Nanyuki	Purity Thigira	0722279176	purity.thigira@finlays.net
Finlays Kingfisher Farm	Flowers	Naivasha	Charles Njuki	0724391288	charles.njuki@finlays.net
Finlays Kingfisher Farm	Flowers	Naivasha	Jacob Wanyonyi	0722773560	jacob.wanyonyi@finlays.net
Finlays Ibis Farm	Vegetables	Nanyuki	Augustine Mwebia	0721447430	augustine.mwebia@finlays.net
Finlays-Siraji Farm	Flowers	Nanyuki	John Magara	0722763628	paul.salim@finlays.net
Finlays Kericho	Flowers	Kericho	Elijah Getiro	0722873539	elijah.getiro@finlays.co.ke
Finlays Kericho	Flowers	Kericho	Japheth Langat		japheth.langat@finlays.co.ke
Finlays Kericho	Flowers	Kericho	Aggrey Simiyu		aggrey.simiyu@finlays.co.ke
Finlays Kericho	Flowers	Kericho	Richard Siele		richard.siele@finlays.co.ke
Finlays Londiani	Flowers	Kericho	Francis Maimba	0710602719	francis.maimba@finlays.co.ke
Flora Delight		Kiambu/ Limuru	Marco	0710802065	marcovansandijk@yahoo.com
Florensis Ltd		Naivasha	Eddy Ver Beek	0722204308/	verbeek@florensis.co.ke



# FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
Fontana Ltd	Vegetables	Nakuru	Kimani	0718158434	fontana@africaonline.co.ke
Fontana Ltd		Nakuru	Girrish Appana	0726089555	production@fontana.co.ke
Fox Ton Agri		Naivasha	Jim Fox	0722204816	jim@foxtonagri.com
Fpeak		Thika	Mutiso/Titus	0711214396	anthonymutiso@gmail.com
Frigoken K Ltd		Nairobi	Nicholas Kahiga	0722797547	nicholas.kahiga@frigoken.com
Gatoka Roses		Thika	Chris	0723408471	gatoka@swiftkenya.com
Gladioli Ltd		Naivasha	Pieriguichi / Claudia	0722206939	torres.palau@yahoo.com
Golden Tulip		Nakuru	Umesh	0738359459	
Golden Tulip		Nakuru	Ashok	0738359459	ashok@btl.co.ke
Gorge Farm		Naivasha	Purity	0714639100	pnjue@vegpro-group.com
Groove	Roses	Naivasha	Mark Low / John Ngoni	0724448601	grovekenya@gmail.com
Hamwe		Naivasha	Maina / Njoya	0724255059	hamwe@kariki.biz.co.ke
Harvest / Manjo Plants		Naivasha			
Harvest Ltd		Athiriver	Mr. Farai Madziva	0722-849329	farai@harvestflowers.com
Imani Flowers		Nakuru	Moses	0722977214	
Indu Farm		Naivasha	James	0733959722	jimboyia@gmail.com
Indu -Olerai Farm		Nakuru	Everline Debonga	0723383160	everlyne.adhiambo@indu-farm.com
Interplant Roses		Naivasha	Gavin Mouritzen	0733220333	info@interplantea.co.ke
Isinya		Isinya	Pradeep	0736586059	pm@isinyaroses.com
Jatflora		Naivasha	James Oketch	0724418541	jatflora@gmail.com
Jesse AGA	Flowers	Mweiga	Thuranira	0754444630	davidt@eaga.co.ke
Karen Roses		Nairobi	Peter Mutinda	0723353414	pmutinda@karenroses.com
Kariki Ltd.		Thika	Samwel Kamau	0723721748	production@kariki.co.ke
Karuturi/Twiga Flowers		Naivasha			
Kenflora Limited		Kiambu/ Limuru	Abdul Aleem	0722311468	info@kenfloraa.com
Kentalya		Naivasha	Linnet	0733549773	lynette@kentalya.com
Kenya Cuttings		Ruiru	James Ouma	0725217284	john.odhiambo@syngenta.com
Kenya Cuttings		Thika	Kavosi Philip	0721225540	philip.munyoki@syngenta.com
Kenya Pollen Flowers		Thika	Joseph Ayieko	0733552500	joseph.ayieko@syngenta.com
KHE		Nanyuki	Elijah Mutiso	0722254757	mutiso@khekenya.com
Kisima Farm	Roses	Nanyuki	Martin Dyer	0722475785	operations@kisima.co.ke
Kongoni River Farm-Gorge Farm		Naivasha	Anand	0728608785	anand@vegpro-group.com
Korongo Farm		Naivasha	Macharia	0721387216	
Selecta Kenya		Thika	Alnoch Ludwig	0738572456	l.allnoch@selectakenya.com
Kreative		Naivasha	Bas Smit	0722 200643	info@kordesroses.com
Kudenga Ltd		Nakuru	Rotich/Juma	0723248600	production@kudenga.co.ke
Lamorna Ltd		Naivasha	Mureithi	0722238474	accounts@lamornaflowers.com
Lathyflora		Limuru	Mbauni John	0721798710	mbaunij@yahoo.com
Lauren International		Thika	Chris Ogutu/Carlos	0722783598	laurenflowers@accesskenya.co.ke
Lex International		Naivasha	Steve Outram	0733 609863	steve@lex-ea.com
Liki River	Flowers	Nanyuki	Madhav Lengare	0722202342	madhav@vegpro-group.com
Liki River		Nanyuki	Nitin	0700000342	nitin.golam@vegpro-group.com
Livewire		Naivasha	Esau	0727439610	management@livewire.co.ke
Lobelia Ltd/ Sunland		Nanyuki	Peter Viljoen	0721 632877	info@sunlandroses.com
Loldia Farm		Naivasha	Gary/Rotich	0720651363	
Longonot Horticulture		Naivasha	Chandu	0724639898	hmilbank@vegpro-group.com
Longonot Horticulture		Naivasha	Patrick Mulumu	0722498267	patrick.mulumu@vegpro-group.com
Maasai Flowers		Isinya	Andrew Tubei	0722728364	atubei@sianroses.co.ke
Magana		Nairobi	Lukas	0788695625	farmmanager@maganaflores.com
Mahee		Nakuru	Anbarasan	0789777145	maheefm@eaga.co.ke
Mahee Wilham	Flowers	Nakuru	Mureithi	0733700270	muriithimr@gmail.com
Maji Mazuri Roses		Eldoret	Wilfred Munyao	0725848912	wmunyao@majimazuri.co.ke
Maridadi Flowers		Naivasha	Jack Kneppers	0733333289	jack@maridadiflowers.com
Maua Agritech		Isinya	Madan Chavan	0738669799	production@mauaagritech.com
Mauflora		Nakuru	Mahesh		mahesh@mauflora.co.ke
Milmet/Tindress Farms		Nakuru	Pravin		pravinyadav.29@gmail.com
Molo River Roses		Nakuru	A. Wambua	0724256592	awambua@moloriverroses.co.ke



# FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
Morop Flowers		Nakuru	Sammy	0720467551	agribiz@africaonline.co.ke
Mt Elgon Orchards		Eldoret	Bob Anderson	0735329395,	bob@mtelgon.com
Mweiga Blooms		Nanyuki	Stewart/ Mburu	0721674355	mweigablooms@wananchi.com
Newholland		Nakuru	Ashok	0738359459	
Nini Farms		Naivasha	Menjo / Philip	0720611623	production@niniltd.com
Nirp East Africa	Roses	Naivasha	Danielle Spinks	0702685581	danielles@nirpinternational.com
Ol Njorowa		Naivasha	Charles	0723986467	mbegufarm@iconnect.co.ke
Olij Kenya Ltd		Naivasha	Sally Nicholas	0737888028	v.bhosale@olijkenya.com
Oserian	Flowers	Naivasha	Musyoka	0722888377	stephen.musyoka@oserial.com
Panda Flowers		Naivasha	Chakra	0786143515	chakra@pandaflowers.co.ke
Panocol Flowers		Eldoret	Mr. Paul Wekesa	0722748298	paul.wekesa@panocal.co.ke
Penta	Flowers	Thika	Tom Ochieng	0723904006	tom@wananchi.com
Pj Dave	Flowers	Isinya	Promina	0733333230	pjdaveflowers@wananchi.com
Pj Flora	Flowers	Isinya	Palani Muthiah	0752607651	muthiah.palani1971@gmail.com
Pj Thande Farm		Kiambu/Limuru	Elizabeth Thande	0722380358	elizabeth@wetfarm.co.ke
Plantation Plants		Naivasha	William Momanyi	050 20 20282	pplants@kenyaweb.com
Porini Ltd	Flowers	Nakuru	Pitambar	0726774955	porini@isinyaroses.com
Pp Flora		Nakuru	Robert /Prakash	0718045200	ppflora2010@gmail.com
Primarosa I		Athi RiVer	Dilip Barge	0731000404	dilip@primarosaflores.com
Primarosa li		Nakuru	Vj/Kadam	0721823675	anand@nyh.primarosaflores.com
Racemes Ltd		Naivasha	Bonny	0721938109	bonny@kenyaweb.com
Ravine Roses Flowers	Flowers	Nakuru	Peter Kamuren	0722205657	(pkamuren@karenroses.com)
Redland Roses		Thika	Aldric Spindler	0733603572	aldric@redlandsroses.co.ke
Redwing Flowers	Flowers	Nakuru	Simon Sayer	0722227278	sayer@redwingltd.co.ke
Rift Valley Flowers Ltd	Flowers	Naivasha	Peterson	0721216026	fm@riftvalleyroses.co.ke
Rimiflora Ltd		Naivasha	Richard / Stephen	0722357678	richard@rimiflora.com
Riverdale Blooms Ltd		Thika	Antony Mutugi	0202095901/	rdale@swiftkenya.com
Roseto		Nakuru	Mahindra	0717617969	gm.roseto@megaspingroup.com
Rozzika Gardens –Kamuta Farm		Naivasha	Mbuthia	0721849045	jwachiram@yahoo.com
Schreus		Naivasha	Roddy Benjamin	0733207729	roddy@schreusnaivasha.com
Shades Horticulture	Flowers	Isinya	Mishra	0722972018	info@shadeshorticulture.com
Shalimar Flowers	Flowers	Naivasha	Mr Anabarasana	0733604892	anbarasan@eaga.co.ke
Sierra flowers Ltd	Flowers	Nakuru	Sherif	0787243952	farm.sierra@megaspingroup.com
Simbi Roses		Thika	Mr. Karue	067 44292	simbi@sansora.co.ke
Sirgoek Flowers	Flowers	Eldoret	Andrew	0715 946429	sirgeok@africaonline.co.ke
Solai Milmet/Tindress	Flowers	Nakuru	Mr Ravindra	0788761964	tindressmilmet@gmail.com
Star Flowers Flowers	Flowers	Naivasha		0722203750	
Subati Flowers	Flowers	Nakuru	Naren Patel	0712 584124	naren@subatiflowers.com
Subati Flowers - Naivasha	Flowers	Naivasha	Naren Patel	0712 584124	naren@subatiflowers.com
Suera Flowers Ltd	Flowers	Nakuru	George Buuri	0724622638	gbuuri@suerafarm.sgc.co.ke
Tambuzi		Nanyuki	Paul Salim		production@tambuzi.co.ke
Timaflor Ltd	Flowers	Nanyuki	Brian Allen	0715 270037	info@timaflor.com
Transebel		Thika	Mr. David Muchiri	0724646810	davidmuchiri@transebel.co.ke
Tropiflora		Kiambu/Limuru	Niraj		tropiflora@africaonline.co.ke
Tulaga		Naivasha	Steve Alai	0722659280	tulagaflower@africaonline.co.ke
Tk Farm		Nakuru	Gichuki	0721499043	davidgichuki20@yahoo.com
Uhuru Flowers	Flowers	Nanyuki	Ivan Freman	0713889574	ivan@uhuruflowers.co.ke]
V.D.Berg Roses	Flowers	Naivasha	Johan Remeus	0721868312	
Valentine Ltd		Kiambu/Limuru	Maera Simon	0721583501	simon.maera@valentinegrowers.com
Van Kleef Ltd	Roses	Nakuru	Judith Zuurbier	0722 364 943	judith@vankleef.nl
Vegpro K Ltd Vegetables		Nanyuki	John Kirunja	0729555499	john.kirunja@vegpro-group.com
Vegpro K Ltd	Vegetables	Nairobi	Judy Matheka	0721245173	jmatheka@vegpro-group.com
Vegpro K Ltd	Vegetables	Nanyuki	John Nduru	0722202341	jnduru@vegpro-group.com
Waridi Ltd		Athiriver	P. D.Kadlag	0724-407889	kadlag@waridifarm.com
Wildfire		Naivasha	Lucas / Boni	0720830146	roses@wildfire-flowers.com
Wilmer	Summer Flowers	Thika	Wilfred M.Kamami	0733714191	kamami@wilmar.co.ke
Winchester Farm	Flowers	Nairobi	Raphael Mulinge	0725848909	rmulinge@sianroses.co.ke
Windsor		Thika	Vikash	073705070	vikash@windsor-flowers.com





# FLOWER & VEGETABLE FARMS IN KENYA

FARM NAME	PRODUCT	LOCATION	CONTACT PERSON	TELEPHONE	E-MAIL
Xpression Flora		Nakuru	Mangesh Rosam	0720519397	mangesh.rasam@xflora.net
Zena	Roses	Thika	Arun Mishra	020 2328970	sales@zenaroses.co.ke
Zena Asai Farm	Roses	Eldoret	Arun Mishra	020 2328970	sales@zenaroses.co.ke
Zena Roses Sosiani	Roses	Eldoret	Arun Mishra	020 2328970	sales@zenaroses.co.ke

## FLOWER FARMS IN UGANDA

TYPE	FARM NAME	CONTACT PERSON	LOCATION	PHONE NUMBERS	E-MAIL
Roses	Rosebud	Ravi Kumar	Wakiso	0752 711 781	ravi.kumar@rosebudlimited.com
Roses	Maiye Estates	Premal	Kikwenda wakiso		premal@maiye.co.ug
Roses	Jambo flowers	Patrick Mutoro	Nakawuka Sisia Wakiso	(254) 726549791	pmutoro80@yahoo.co.uk
Roses	Pearl Flowers	Raghibir Sandhu	Ntemagalo Wakiso	0772 72 55 67	pearl@utlonline.co.ug
Roses	Aurum flowers	Kunal Lodhia Shiva	Bulega, Katabi Wakiso	0752 733 578	kunal@ucil.biz
Roses	X-pressions	Ali Droiya	Katabi Wakiso	0712 787788	xpressions@utlonline.co.ug
Roses	Eruma roses	Kazibwe Lawrence	Mukono	0776 049987	kazibwe@erumaroses.com
Roses	Uga rose	Grace Mugisha	Katabi Wakiso	0772 452 425	ugarose@infocom.co.ug
Roses	Kajjansi	K.K rai	Kitende Wakiso	0752 722 128	kkrai@kajjansi-roses.com
Roses	Uganda Hortech	M.D hedge	Lugazi Mukono	0703 666 301	mdhedge@mehtagroup.com
Roses	Melissa Flowers	Tobby Maddison	Katabi Wakiso	0755 722 262	toby.maddison@melisa-flowers.com
Chrysanthemums	Fiduga	Jacques Schrier	Kiringente , Mpingi	0772 765 555	j.scherier@fiduga.com
Chrysanthemums	Royal Van Zanten	Jabber Abdul	Namaiba Mukono	0759 330 350	j.Abdul@royalvanzanten.com
Impatiens, poinsetia	Wagagai	Olav Boenders	Iwaka Bufulu Wakiso	0712 727377	olav@wagagai.com
Chrysanthemums	xclusive cuttings	Peter Benders	Gayaza- Ziobwe rd	0757 777 700	pbenders@xclusiveuganda.com

## FLOWER FARMS IN TANZANIA

TYPE	FARM NAME	CONTACT PERSON	LOCATION	PHONE NUMBERS	E-MAIL
Roses	Kili flora	Jerome Bruins	Arusha	255 27-25536 33	jbruins@habari.co.tz
Roses	Mt. Meru	Heikki Niskala	Arusha	255 27 2553385	office@mtmount-meru-flowers.com
Roses	Tengeru Flowers	Mark Ngalo	Arusha	255 27 255 3834	teflo@africaonline.co.tz
Roses	Hortanzi	Mr Micheal Owen	Arusha	255 784 200 827	hortanziagm@cybernet.co.tz
Roses	La fleur de Afrique	Greysom Mrema	Arusha	0784 363 570	fda@ars.bol.co.tz
Hypericums	Kilimanjaro flair	Greg Emmanuel	Arusha	255 784 392 716	greg@kilimanjaroflair.com
Crysenhemums	Multi flower Ltd	Tjerk Scheltema	Arusha	255 27 250 1990	tjerk@arushacutting.com
Crysenhemums	Fides	Greg Emmanuel	Arusha	255 27 255 3148	fides@habari.co.tz
Crysenhemums	Dekker Bruins	Lucas Gerit	Arusha	255 27 255 3138	info@tfl.co.tz
Crysenhemums	Arusha cuttings	Tjerk Scheltema	Arusha	255 27 250 1990	tjerk@arushacutting.com



# FLOWER FARMS IN ETHIOPIA

TYPE	FARM NAME	CONTACT PERSON	LOCATION	PHONE NUMBERS	E-MAIL
Roses	Linsen flowers	Peter Linsen	Holeta		Elinsenroset@ethionet.et
Roses	Karuturi Farm/Ethiopia meadows	Peter Pardoen	Holeta	0922 750602	Peter.Pardoen@karuturi.com
Roses	Alliance flowers	Navale	Holeta		navele@nehainternational.com
Roses	Ethio dream Rishi	Holeta	Ethiopia	011 23 72335	holeta@jittuhorticulture.com
Roses	Holeta Roses Navale	Holeta	Ethiopia		navale@nehainternational.com
Roses	Arsi Agricultural Mecahanization		Holeta		arsiflower@ethionet.et
Roses	Supra Flowers	Kaka Shinde	Holeta	0911 353187	kakashind@rediffmail.com
Roses	Agriflora	M. Asokan	Holeta	0922 397760	flowers@ethionet.et
Roses	KAF Flowers	Baker Elkadi	Holeta	251 913 202 460	baker-elkadi@yahoo.com
Roses	Rose Ethiopia	Betemarian Kiflu	Holeta	0911 91 22 81	betemariankiflu@yahoo.com
Roses	Ethio- Agricerft	Alazar	Holeta	0910 922 312	alazar@yahoo.com
Roses	Flowerama	Admin manager	Holeta	0912, 9311 81	flowerama@ethionet.et,
Roses	Dire flowers	Seifu Bededa	Holeta	251-11-5156888	dhf@ethionet.et
Roses	Addisfloracom P.L.C	Kitema Mihret	Holeta	0912 264190	tasfaw@addisflora.com
Roses	Joe flowers	Mihrtu Tafare	Holeta	0911 370519	miheretuta@yahoo.com
Roses	Enyi- Ethio	Teshale	Sebata	0911 464629	enyi@ethionet.et
Roses	Lafto Roses	Andrew Wanjala	Sebata	0922 116 184	irrigation@laftorose.com
Roses	Eden Roses	Vibhav Agarwal	Sebata	0930 011228	vaibhavaggarwal1@hotmail.com
Roses	Ethio-passion	Roshen	Sebata	0911 511 711	roshanmuthappa811@gmail.com
Roses	Golden Rose	Mr. Sunil	Sebata		
Roses	E.T Highlands		Sebata	0 911 50 21 47	bnf2etf@ethionet.et
Roses	Dire flowers 2	Abenet Fiktu	Sebata	0911 149 329	abifiktu@yahoo.com
Roses	Sharon Flowers		Sebata		saronfarm@ethionet.et
Roses	Zagwe roses	Melaku Terefe	Sebata	0912 426635	zagweflora@yahoo.com
Roses	Selam Flowers	Etsegenet Shitaye	Sebata	0913 198440	etstgshita@yahoo.com
Roses	Joy Tech	mulugeta Meles	Debra Zyeit	0911 302804	mulugeta@joytechplc.com
Roses	Dugda floroliculture	sayalfe Adane	Debra Zyeit	0911 50 48 93	general@dugdaflora.com.et
Roses	Minaye flowers	Eyob Kabebe	Debra Zyeit	011-3728667/8/9	minayefarm@ethionet.et
Roses	Bukito Flowers	Anteneh Tesfaye	Debra Zyeit	0911 615571	
Roses	oilij	Bas Van der lee	Debra Zyeit	0911 507 307	b.vanderlee@oilijethiopia.com
Roses	Yassin Flowers	Tesfaye Gidissa	Debra zyeit	0911 89 78 56	kemevision@yahoo.com
Roses	Z. K Flowers	Abebe Mamo	Debra zyeit	0911 52 65 29	abemic/2006@yahoo.com
Roses	Friendship flowers	Alemayehu	Debra zyeit	(251)91 130 49 67	friendship.flowers@yahoo.com
oses	Evergreen farm	Hiwot	Debra zyeit	0912 18 5065	Hiwot.Ayaneh@yahoo.com
Roses	Rainbow colours	Tadessa Kelbessa	Debra zyeit	0911 389 729	rainfarm@yahoo.com
Roses	Sher	Ramesh Patil	Ziway	0912 131940	rnpatilpune@yahoo.com
Roses	Braam farm	Ben Braam	Ziway	0920 7462 70	braam.roses@hotmail.com
Roses	Sher- Koka farm	Alemitu Biru	Ziway	0912 09 78 24	
Roses	Ziway Roses	Ermiyas Solomon	Ziway	0921 094373	ermiasziwayroses@yahoo.com
Roses	Herbug	Hubb	Ziway		hubb@herburgroses.nil
Roses	AQ	Wim	Ziway		wimjr@agroses.com
Hypericum	Margin par	Hayo Hamster	Holeta	251 911 505 845	marginpar@ethionet.et
Gypsophila	Tal Flowers	Mr. Uri	Sebata		uridago@walla.co.il
Hydragiums	Ewf Flowers	Humphrey	Sebata	0920 35 1931	production-manager@Ewf-flowers.com
pelargoniums	Red fox	Michel Zevenbergen	Ziway	0911 49 00 23	m.zevenberge@ethiopia.redfox.de
Hypericum	Abssinia flowers	Sendafa			ggh_link@ethionet.et
Geraniums	Ethiopia cuttings	Scott Morahan	Koka		scott.moharan@syngenta.com
Budding plants	Florensis Ethiopia	Netsanet Tadasse	Koka		flrensis@ethionet.et
Crysenthemums	Maranque	Mark Drissen	Merjetu	(251) 22 1190750,	md@maranqueplants.com
Freesia & Statice	Freesia Ethiopia	Ronald Vijvrborg	Sebata	(251) 115 156259,	freesia@ethionet.et
Hypericum	Yelcona	Andreas	Sebata	0921 146 930	Andreasndieolens@hotmail.com

# Love Makes Don See Things in Black and White

*“These are not flowers which are grown in Kenya, sold to the Dutch and used by Americans. They are people and people don’t change. Instead they compromise and that is not the best recipe for a happy marriage either.” He said with the determination of the Dutch.*

Dr. Van Nisiteroy, a professor of pathology, had been seconded to one of the local flower farms by the mother company in The Netherlands. He also became a part-time lecturer of a post graduate student. He always demonstrated his mastery of his discipline by arguing logically.

In physical appearance, he looked very much like the seafaring captain mentioned in the Dutch naval history for their adventures and conquest across the oceans. He was tall and portly with a shiny bald head, and a luxurious grey beard. His penetrating eyes gave him a sharp look. The Cuban cigar sticking from the lips completed the picture.

Dr. van Nisiteroy graduated from one of the universities in Amsterdam, did his research on flowers and true to his calling, worked with a Dutch flower firm in Holland which had upcoming outfits in Africa. True to his Boer roots he went to work in South Africa before his stationing in Kenya. Soon after arrival, we met at one of the industry events and developed a heart-to-heart relationship and he even became a regular contributor to this magazine under pseudo names.

One day he rang me. “My daughter is coming from Holland. She is a university student in The Hague and is coming here on Holidays. I am throwing a party for her to meet youngsters - mostly my own students and I wonder if you care to join me”. I accepted and attended the party. It was nice to see young men and women of different ethnic origins mixing freely without hangups which were still smouldering in Kenya at the time. I could see that the father doted on the young lady.

“Feel free and enjoy your evening”, Prof Van Nisiteroy told the guests. Elevating my academic status, he added, “This professor from the media is here to keep me company and check the standard of our English”. The party was a great success and before it ended, Jacqueline stood and asked me to make a speech as the chief guest. There was whistling, foot thumping and loud clapping as Prof. Van Nisiteroy led me to the microphone.

“Working as a journalist for more years than I care to remember, I have been called upon to deal with all types of emergencies”. I started, looking at the sea of smiling and expectant young faces. “But this is the most acute emergency, to be asked to make a speech literally at a moment’s notice”. I swayed a little and continued.

“This business of a mixed grill of different ethnical origins reminds me of an interview carried during the last world war to select women who could cope with dangerous situations without panicking. The first applicant was a Briton and the standard question was asked. ‘How would you react if you were stranded on a desert island and you were the only woman amongst 100 men?’ The girl considered the question

for a while and then replied. ‘I would separate them into soccer and cricket team and keep them busy in sports.’

The next candidate, an American, was asked the same question and she replied: ‘I would distract their attention from me by setting up a military camp and assigning them different jobs to run it.’

The last girl was French and the chairman asked her. ‘What would you do if you found yourself alone with 100 men on a desert island?’ When she did not reply, a member of the interviewing committee slowly repeated the question and then asked; ‘Have you understood the question?’ After a brief silence the candidate replied in her seductive French accent: ‘I understand the question sir, but what’s the problem?’ The story brought the house down.

When I left the podium I joined Jacqueline and a young man whom I had introduced to her as Mr. Macharia. The way it appeared, they were slowly closing the relationship gap. Contacts were exchanged and every visitor was given a bouquet of flowers, most probably from the farm the good professor was running.

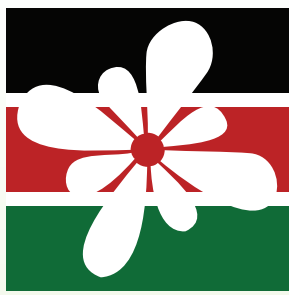
During Jacqueline’s subsequent visits her relationship with Macharia matured into a firm friendship. I was very happy because Macharia was an upcoming journalist under me. All was well until Jacqueline announced to her father that she intended to marry Macharia. That is when the storms broke and professor was arguing with me as to why he was opposed to the union.

Dr. Marco van Nisiteroy said, gently stroking his beard: “It is not just a matter of colour. To reduce it to the colour of the skin is to over simplify a complex issue.”

“What a rich cultural experience,” I remarked. “Yes, a change and perhaps captivating experience to start with but nevertheless, a cataclysmic change,” he replied. “And this may prove a millstone round the neck when the novelty and infatuation has worn off”. I acted as the Devil’s advocate.

As he tapped the cigar on the ashtray lying on the coffee table, he elaborated: “Colour, of course, is the most obvious and visible aspect, which comes easily to the mind of simple folks who cannot think deeper. Let us not forget that there are questions of culture, language, religion, country, food, lifestyle, mode of dressing and a host of other issues which at best might be conflicting and at worst prove incompatible.” “However, it is her life, if she wants to play with fire, it is her funeral,” he sounded really worked up. Notwithstanding all that, he loved his daughter immensely. What happened thereafter is another day’s story.





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